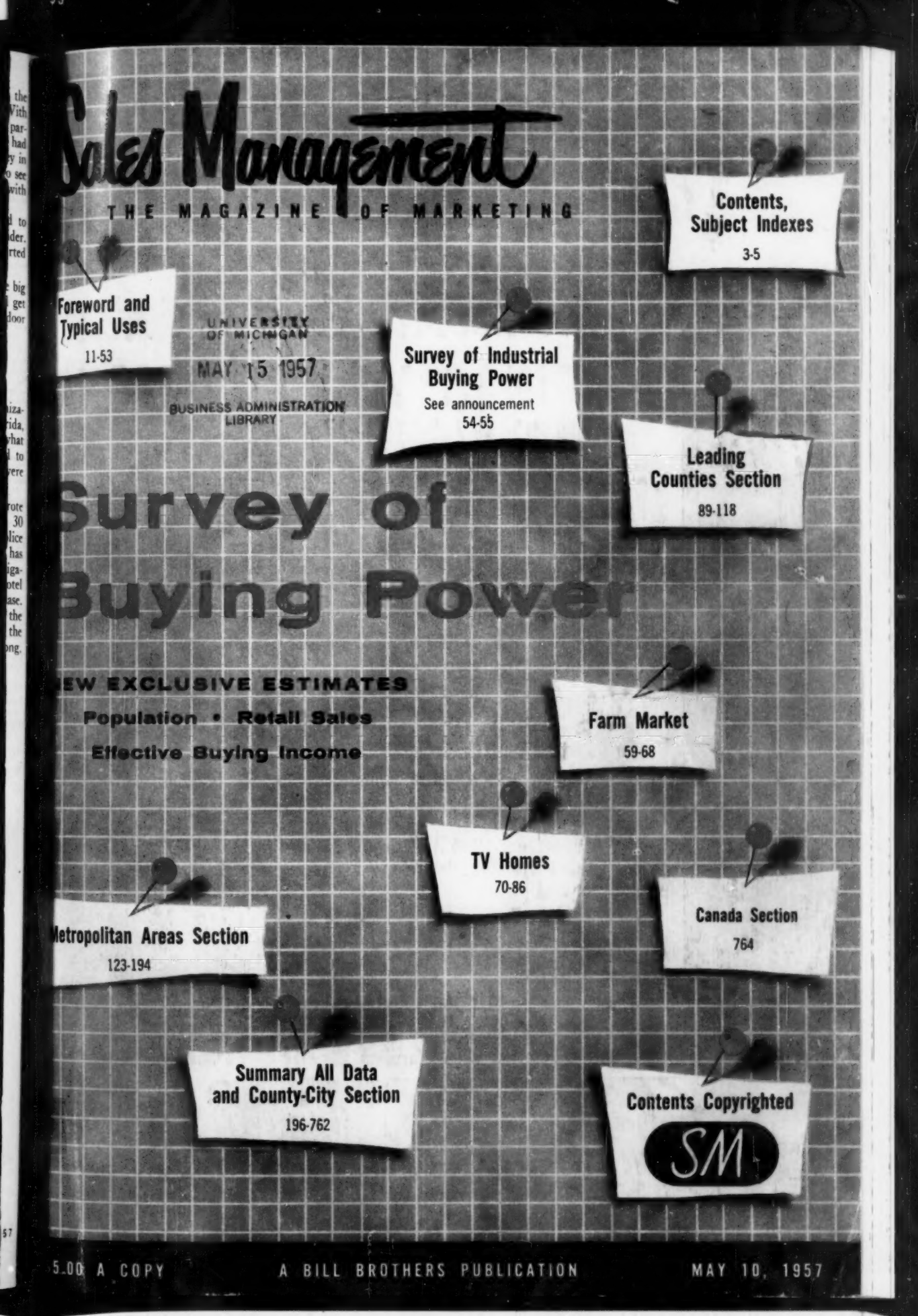

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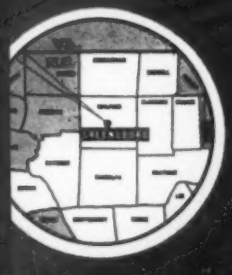
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Sales Management
THE MAGAZINE OF MARKETING

Survey of Buying Power, May 10, 1957

For all its 804 pages, the *Survey* is not a complex book. Its thousands of columns of figures boil down to the three basic market factors—population, income, retail sales—grouped by types of markets.

All the basic data for the United States appears in the state county-city tables, which are arranged alphabetically from Alabama through Wyoming and include Alaska, District of Columbia and Hawaii. The same is true of Canada, whose province county-city tables are arranged in their east to west geographic sequence.

With the exception of TV Homes and the Farm Market section, all the other tabular data—the "Leading Counties," the "Metropolitan County Area" section, and the "Summaries" by states and regions, pages 89-200—are special "packages" of the basic county-city data. All the figures in these tables are straight "lifts" from the county-city tables; the only exceptions are the per family sales for all the metropolitan areas and the per capita and per family sales for all states and regions, which are *derived* from the basic county-city data.

The boldface subheads below indicate the types of markets by which the data is grouped. For example, if you want population, income or sales for counties and cities within a specific state or territory, look under the subhead **"POPULATION, INCOME, RETAIL SALES DATA By STATES, THEIR COUNTIES AND CITIES."** If you are interested in dominant counties, regardless of their location, check the contents under **"POPULATION, INCOME, RETAIL SALES DATA By LEADING COUNTIES."** If you're looking for metropolitan area data only, consult **"POPULATION, INCOME, RETAIL SALES DATA By METROPOLITAN COUNTY AREAS."** Basic metropolitan county area data appears in the county-city tables for each state; these front-of-book tables simply "package" that data, define each metropolitan area by its county make-up and rank all of them by the various population, income and sales categories. And if you want state and regional totals only, you'll find the pages you want under **"POPULATION, INCOME, RETAIL SALES DATA By STATES AND REGIONS."**

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Population and Households: 1950 Census of Population and 1950 Census of Housing with projections to 1957 by SM based upon government and private studies.

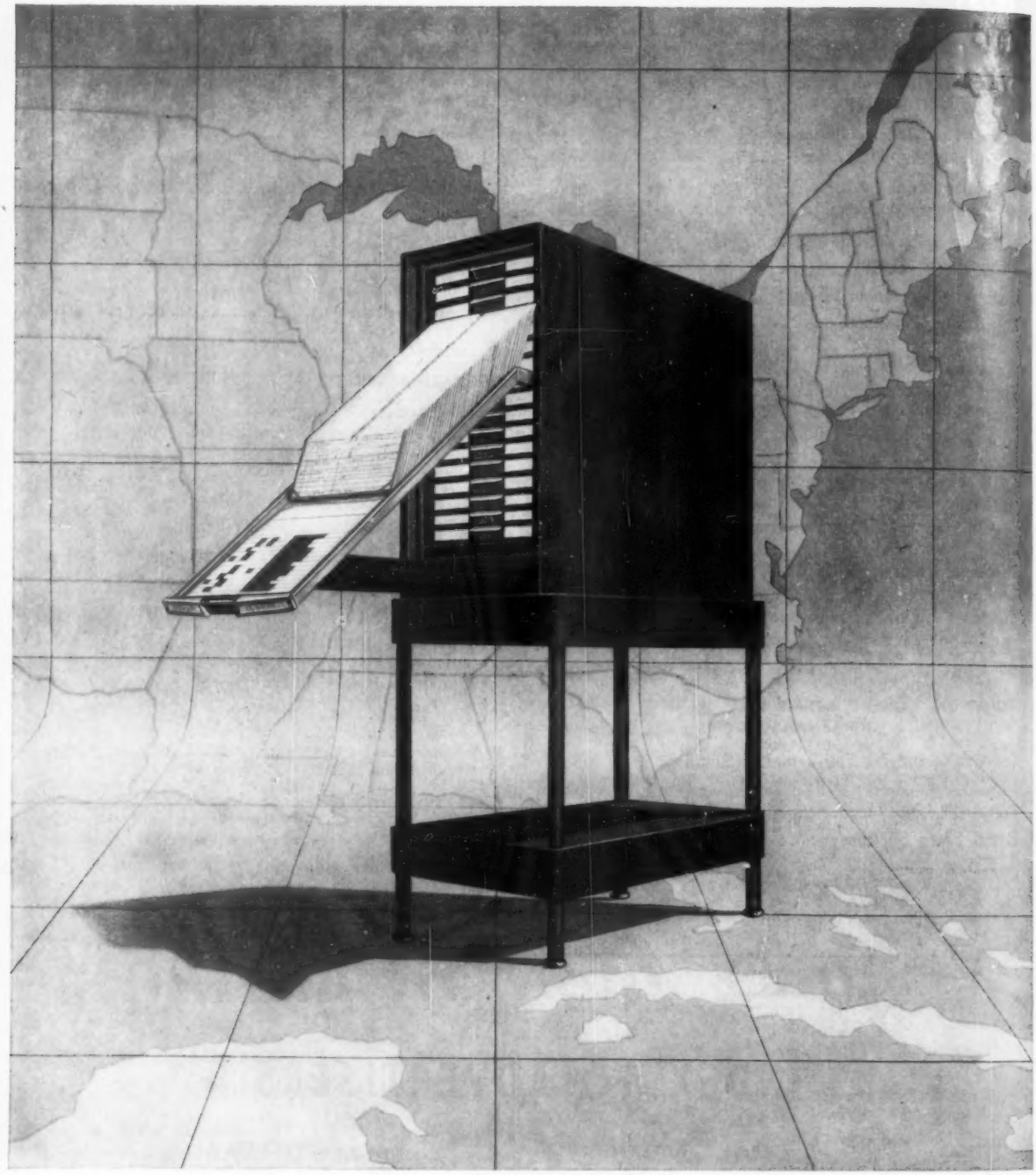
Effective Buying Income: 1956 Estimates by SM based upon government national data on disposable income, Census data on median income, Federal tax collections, income payments by state, relationships of retail sales and income, etc.

Retail Sales: 1954 Census of Business and projections for 1956 by SM based on Department of Commerce national sales data, sales tax collections, Federal Reserve data.

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U. S. cities included in the state county-city tables (pages 214-762) are those which had $10 million retail sales in the 1948 Census or $12 million in the 1954 Census. The various data relate to the corporate limits of each city.

Bold face numbers in the first column opposite certain counties in the state county-city tables refer to the Metropolitan Areas of which these counties are part. Numbers 1 through 168 indicate Standard Metropolitan County Areas, 169 through 262, Potential areas. Each Metropolitan Area is delineated, by county make-up, in the Summary on pages 128-138.

▲Denotes central city of a Standard Metropolitan County Area.

△Denotes central city of a Potential Metropolitan County Area.

Multiple Cities, appearing in italic type (e.g., *Champaign-Urbana*), are adjoining cities that constitute a single market. They can be separated by a river or state line, but the area between them must be urbanized, according to the Census Bureau standard, and must be less than ten miles in width.

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Ohio	566	574
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WEST NORTH CENTRAL		
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May 10, 1957 Volume 78 No. 10

Survey of Buying Power—May 10, 1957

Read this explanatory foreword first—before you start using the Survey data. It answers questions that might otherwise crop up later on. It explains how the data can be applied to your marketing problems and contains such helpful information as:

- How Accurate the *Survey* Is
- New Features of 1957
- How the Survey Is Compiled
- Sources and Techniques
- Definitions of "Families"
- . . . of Consumer Spending Units
- . . . of Urbanized Population
- How Effective Buying Income
- How Income Is Broken Down, by States and Counties
- . . . and by Income Brackets
- Significance of Income Distribution
- Definition of Retail Sales
- Comparison of *Survey* and Census on Retail Sales Data
- How We Get Our Retail Sales Estimates
- Decentralization of Sales
- Treatment of Mail Order Houses
- Revisions of *Survey* Data
- Relationship between Commodity and Store Sales
- Components of Retail Sales
- Retail Concentration Formula
- Definition of Buying Power Index
- . . . of Quality Index
- . . . of Sales Production Index

1956 was the best year in our economic history despite certain lags in residential construction and auto sales. Population, income and retail sales reached peaks that would have seemed unattainable a decade ago. Average income per family, for example, reached $5,736 in 1956—a rate of growth which, if maintained, could wipe out all trace of poverty by 1975.

These great economic gains have by and large been shared by most sectors of the economy and by all regions, but not equally. Every year the work required for the SALES MANAGEMENT *Survey of Buying Power* underlines for us the vastness of the United States and the great differences within its borders. Rates of growth and decline in economic activity differ from region to region, from industry to industry, and from market to market. We can say with pardonable pride that great and complex as these changes are, SALES MANAGEMENT is able to measure them while they are in the making, and incorporate them in the Survey of Buying Power as a "census brought up-to-date."

We have estimated that over $200 billion of industrial and consumer goods and services are distributed annually by companies using the *Survey* for the establishment of sales quotas. This widespread use of the *Survey of Buying Power* confers a heavy responsibility on the editors and research staff of SALES MANAGEMENT. Our estimates must pass the most rigid tests imposed by the various official Census inquiries, must stand up under the informed scrutiny of every chamber of commerce and local planning commission in the nation, and finally, must meet the pragmatic test of realistically indicating the regional demand for the products of American industry. It is a truly sobering thought that if we were wrong to a significant degree, so many would be wrong with us!

How Accurate Are We?

The recent release of the 1954 Census of Retail Trade gave us a chance to check the accuracy of the retail trade estimates of the 1955 *Survey of Buying Power*. As expected, the degree of error is largest for small areas, and least for large areas. In commenting on our degree of accuracy in last year's *Survey*, we pointed out that "our retail sales total for the U.S. in 1954—$170.0 billion—was only two-tenths of one percent off the Census total of $169.7 billion." This was almost as good a performance, we thought, as in 1948 when we missed by $200 million. Actually, we were much closer. In the ensuing year the Census Bureau, partly as a result of a number of errors which we called to their attention, refined and polished their figures and have now emerged with an overall final total of $169,968,000,000! (See Table on p. 12).

For Census regions our average error was 2%, for states 4.0%, for standard metro areas about 6.0% and for counties about 7.0 or 8.0%. Since our 1954 estimates were seven years removed from the Census base year, it is reasonable to state that our county estimates of sales are subject to an average error of about one percent per year. And in this sense we can say that we have a 98% order of accuracy in the sales estimates in the current *Survey*, only two years removed from the Census base.

NEW FEATURES OF THE 1957 SURVEY

Industrial Data to Be Published Separately

In the past decade we have introduced so many new features into the *Survey* that we have reached the stage of an embarrassment of riches! We

RETAIL SALES
COMPARISON OF SM SURVEY and CENSUS

	1954 (Millions $) SURVEY	CENSUS	% Of DIVERGENCE
NEW ENGLAND			
Connecticut	2,657	2,618	+1.5
Maine	906	924	−1.9
Massachusetts	5,334	5,539	−3.7
New Hampshire	562	604	−7.0
Rhode Island	855	848	+0.8
Vermont	399	380	+5.1
	10,713	10,911	−1.8
MIDDLE ATLANTIC			
New Jersey	5,924	6,145	−3.6
New York	18,874	18,116	+4.2
Pennsylvania	11,414	10,793	+5.8
	36,212	35,054	+3.3
EAST NORTH CENTRAL			
Illinois	11,000	11,019	−0.2
Indiana	4,634	4,513	+2.7
Michigan	8,281	8,168	+1.4
Ohio	9,706	9,633	+0.8
Wisconsin	4,078	3,924	+3.9
	37,700	37,256	+1.2
WEST NORTH CENTRAL			
Iowa	3,046	3,078	−1.0
Kansas	2,149	2,201	−2.4
Minnesota	3,530	3,450	+2.3
Missouri	4,387	4,525	−3.0
Nebraska	1,624	1,588	+2.3
North Dakota	730	662	+10.2
South Dakota	719	679	+5.9
	16,186	16,181	+0.0
SOUTH ATLANTIC			
Delaware	517	493	+4.9
District of Columbia	1,381	1,212	+13.9
Florida	3,561	4,014	−11.3
Georgia	2,725	2,963	−8.0
Maryland	2,577	2,675	−3.7
North Carolina	3,000	3,210	−6.5
South Carolina	1,495	1,519	−1.6
Virginia	2,951	3,121	−5.4
West Virginia	1,458	1,401	+4.1
	19,667	20,609	−4.6
EAST SOUTH CENTRAL			
Alabama	2,089	2,112	−1.1
Kentucky	2,140	2,201	−2.8
Mississippi	1,276	1,282	−0.5
Tennessee	2,728	2,759	−1.1
	8,233	8,354	−1.4
WEST SOUTH CENTRAL			
Arkansas	1,339	1,334	+0.4
Louisiana	2,326	2,339	−0.6
Oklahoma	2,026	2,101	−3.6
Texas	9,009	9,032	−0.3
	14,699	14,806	−0.7
MOUNTAIN			
Arizona	1,006	1,001	+0.5
Colorado	1,671	1,727	−3.2
Idaho	710	670	+6.0
Montana	729	778	−6.3
Nevada	278	330	−15.8
New Mexico	697	733	−4.9
Utah	773	733	+5.5
Wyoming	408	385	+6.0
	6,272	6,357	−1.3
PACIFIC			
California	15,485	15,644	−1.0
Oregon	2,040	1,921	+6.2
Washington	2,829	2,874	−1.6
	20,354	20,439	−0.4
TOTAL, U. S.	170,035	169,968	+0.0

have been told that there is so much in the *Survey* that some features tend to be overlooked. That is one reason why we are lifting the Survey of Industrial Buying Power out of this issue, expanding it and publishing it in a separate July 10 issue of SM.

All other basic features, however, have been retained. This year we are including an expanded section of Farm Markets (page 58), but for reasons explained there, we are omitting our estimates of farm income from the basic county data section.

Another change involves the income breakdown of consumer spending units. Last year, the top income group was "$7,000 and over." This year we show the percentages of units and dollars between $7,000-$9,999, and in the over-$10,000 group.

Men Behind the Survey

The creation of the 1957 *Survey* utilized the full resources of the SALES MANAGEMENT staff, the New York Service Bureau of the International Business Machine Corporation (responsible for the countless computations involved in this project), the Barnard Tabulating Agency, and Market Statistics, Inc., which maintains the largest file of current regional research materials in the country.

Actually, of course, the full number of economists, statisticians, and technicians drawn upon by SALES MANAGEMENT and participating in the project would have to include many leading Government statisticians, plus officials connected with regional research agencies located in nearly every state of the union. For example, our overall projections of population, families, retail sales and disposable income have been commented upon at one time or another by such officials as Howard G. Brunsman, Chief of the Population and Housing Division of the Census Bureau, Dr. Paul C. Glick, in charge of Source Statistics at the Census Bureau, Mr. Harvey Kailin, Chief of the Census of Business, and Mr. Julius Shiskin of the Census of Manufacturers.

The coordination and analysis of the full flow of statistical information was directed, as in the past, by Dr. Jay M. Gould, assisted by the following members of the Market Statistics research staff: Alfred Hong, Chief Economist, Leo Kaplan and Joan Treitel, research associates. The IBM computational procedures were developed in consultation between Market Statistics and the New York Service Bureau of the International Business Machines Corporation.

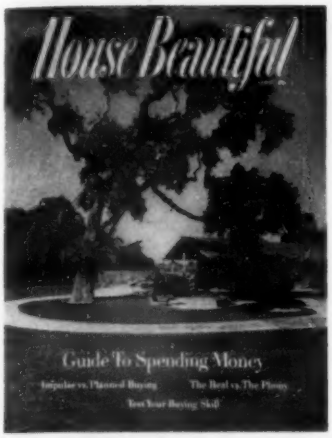
One of the most useful by-products of this technical collaboration was the transfer to IBM cards of the huge volume of regional information on which the final estimates were based. The IBM cards, containing both published and unpublished material, are available at a nominal cost to market research men, whose use of these *Survey of Buying Power* punched cards is increasing rapidly. For many, the punched cards eliminate the tedious task of transcribing *Survey* data and rearranging sales areas by hand. Thus, for example, all the major radio and television networks purchase decks of IBM cards containing all the *Survey* data, so that their markets can be analyzed even in advance of *Survey* publication. For others, the cards prove extremely useful in the analysis of markets.

Survey of Buying Power Organized in Three Sections

The *Survey* falls into three sections (1) "Front of Book" section, (2) basic state tables, and (3) Canada.

In the front-of-book section we find:

1. Introduction (pages 11-33) covering definitions, techniques and sources of data in the *Survey*. This section should be read first by all new readers of the *Survey*.
2. Uses of the *Survey* (pages 34-43).
3. The Science of Setting Sales Quotas (pages 44-52).



Over 700,000* Pace Setter Families with an average income of $14,750 rely on HOUSE BEAUTIFUL, the one magazine that sells both sides of the counter.

**over 3½-million men and women readers (over 5 per copy)*

House Beautiful subscribers are *Pace Setter* families. Those families who are first in their communities to initiate new ways to enjoy a more gracious way of living. 83% own their homes (4 out of 5 valued at $15,000 or more). 94.2% own an automobile (2 out of 5 own 2 or more).

Average income: $14,750. Median income $10,000: Nine out of 10 subscribers have incomes of $5,000 or more:

Under $5,000	8.0%	$10,000 to $14,999	22.7%
$5,000 to $6,999	16.1%	$15,000 to $24,999	17.8%
$7,000 to $9,999	19.5%	$25,000 and over	15.9%

House Beautiful sells both sides of the counter. Over 700,000 *Pace Setter* families, including over 60,000 retailer subscribers. With over 5 readers per copy, a total audience of 3½-million readers (37.5% men, 62.5% women).

Advertising Leadership: 1956 advertising revenue set record high of $6,535,115 a 5.5% gain over previous record (1955). For 1956, HOUSE BEAUTIFUL led all consumer magazines in pages of *Household Furnishings* advertising—13 years in a row; *Furniture* advertising—11 years in a row; *Carpets, Rugs & Pads* advertising— 13 years in row; *Wall Covering* advertising—11 years in a row; *Mail Order* advertising—14 years in a row; *Musical Instruments*—2nd straight year; led all national monthly and weekly consumer magazines in pages of *China, Glassware & Pottery* advertising—11th straight year.

Editorial Leadership: HOUSE BEAUTIFUL serves readers by showing them the *best available in today's living.* It educates them to demand the best they can afford, to be dissatisfied with less. You'll find your best prospects among the families who study HOUSE BEAUTIFUL's pages, eagerly searching for new ideas, ways and products to better their homes and better their living.

Editorial Milestones: *Report to the World on How Americans Live* (distributed in quantity to all other countries of the world.) *New Era of Romanticism*—first to report the most significant change in direction of domestic design in the past 50 years. *Frank Lloyd Wright issue:* first consumer magazine to highlight this great contributor to modern American living. HOUSE BEAUTIFUL *Pace Setter Houses:* set the standards against which all homes may be judged. (1955 Pace Setter built for Texas State Fair attracted 80,000 visitors in two weeks!) *Climate Control,* revolutionary program showing how to level off extremes of local climate. *Food and appliance program:* continuing study of new concept in the kitchen, better meals in less time. *Arts of Daily Living Exhibit*—by invitation HOUSE BEAUTIFUL created an exhibit of 22 rooms showing the *best* in the Arts of Daily Living for Pomona Fair. *Style Forecasts,* accurate predictions of color and pattern trends in home furnishings based on best-seller market research.

Circulation more than doubled since 1945. Current yearly average circulation (at all-time high) is up 147.1% from 1945—an average annual rise of 13.4%. Average U. S. population growth for same period, 2.4%.

Retail Influence: According to published reports, HOUSE BEAUTIFUL enjoys the biggest trade circulation of any national consumer magazine: over 60,000! Per copy sold, HOUSE BEAUTIFUL sends more readers into stores to buy home furnishings than any other national consumer magazine. In 1956, HOUSE BEAUTIFUL led other shelter magazines of comparable circulation in *retail store tie-ins.* (Advertising Checking Bureau).

Merchandising: HOUSE BEAUTIFUL merchandising aids link your product and HOUSE BEAUTIFUL, stimulate interest and confidence among consumers and dealers. Without charge HOUSE BEAUTIFUL *pre-merchandises* advertising and editorial to over 15,000 retailers, architects and builders; makes available *glossy print mailings, bulletin mailings, ad preview mailings and sales letter services.* Full merchandising information on request.

New York • Atlanta • Boston • Chicago • Cleveland
Los Angeles • Memphis • Miami • Tyler, Texas

House Beautiful

A HEARST MAGAZINE

the one magazine that sells both sides of the counter

4. Where to Locate Your New Plant or Office (pages 53-56).
5. Farm Markets (pages 58-69).
6. TV Homes and TV Coverage (pages 71-86).
7. Leading Counties (pages 89-118).
8. Metropolitan Areas (pages 123-194).
9. State and Regional Summaries (pages 196-200).
10. National Sources of Market Data (pages 205-208).

The main body of the Survey (Section 2) consists of two basic tables shown for each state, including Alaska and Hawaii, arranged alphabetically (pages 212-760). The first table covers population, income and related factors for each county and for every city in the county that had $10 million or more retail sales in 1954. The second table shows for the same counties and cities the basic data on retail sales and its components. At the end of each table will be found the metropolitan area summaries of the same data. This "basic county-city" section offers estimates for each of 36 different factors.

The final sections covers for Canada and its ten provinces but much the same data published in Section 2.

DATA SOURCES AND TECHNIQUES

Here we shall discuss each of the market factors contained in the basic county-city tables shown for each state.

1. Population

The estimates of the number of persons and families in any county or city are as of January 1, 1957, and they constitute an 81 month projection from the April, 1950, Census benchmark.* These projections are based on three factors: (1) individual growth trends as established over the past decade, (2) population growth adjusted by current sales data (in about 600 areas where correlations have been established between the two), and (3) chamber of commerce reports. Every chamber of commerce in the nation was solicited by mail, telegrams and follow-up inquiries to report, for the city and county involved, changes in population since 1950, changes in the number of public utility connections since 1950, plus any unusual economic developments which might affect population growth. The research staff places great emphasis on this aspect of the *Survey*, for a realistic population figure is the most basic and essential ingredient in a successful market analysis problem. The overall percentage of return on this canvass of chambers of commerce was 95%.

* One very helpful feature has been the recent development of special censuses conducted by the Census Bureau on behalf of local agencies. Over 500 cities have had special population censuses conducted since 1950.

Income Distribution
by Income Levels



CONSUMER SPENDING UNITS



DOLLARS

	Thousands	% of U.S. to tot.	$$$ Thousands	% U.S. total income
$ 0-2499	16,024	28.1	23,939	8.4
$ 2500-3999	14,435	25.4	48,707	17.2
$ 0-3999	30,459	53.5	72,646	25.6
$ 4000-6999	17,903	31.4	93,071	32.8
$ 7000-9999	5,395	9.5	44,220	15.6
$ 10,000 & over	3,189	5.6	73,856	26.0
$ 4000 & over	26,487	46.5	211,147	74.4
Total	*56,946*	*100.0*	*283,794*	*100.0*

2. Families

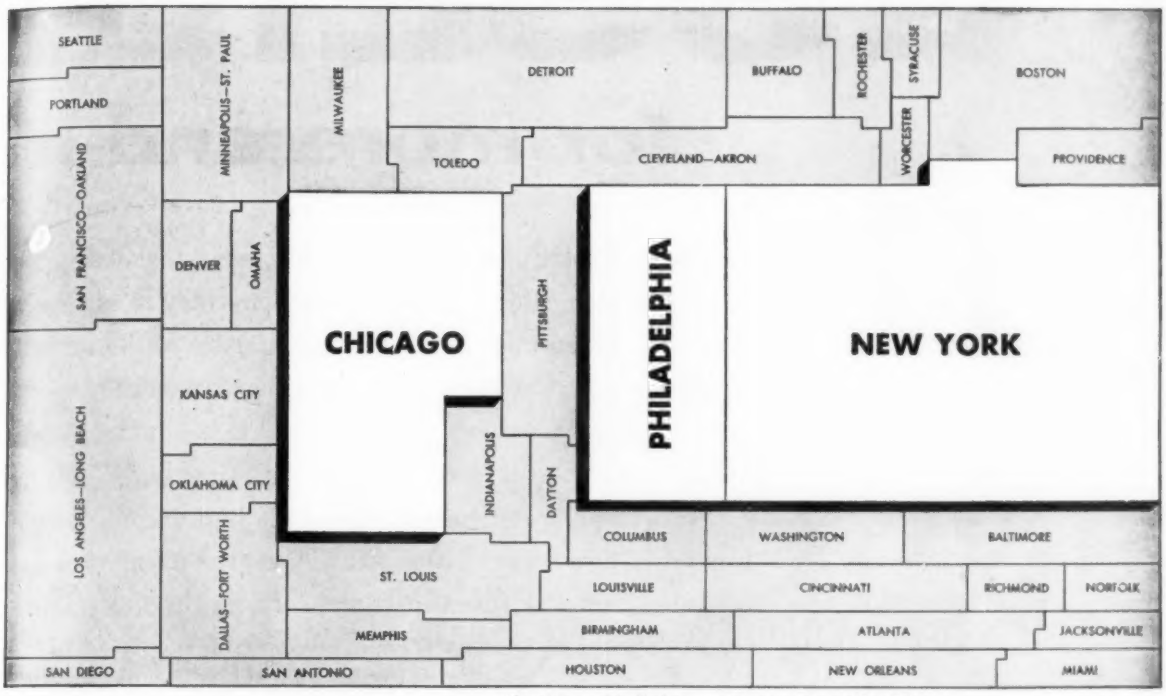
Probably more confusion centers about the concept of "family" than about any other single important government statistic. Our concept of "family" is derived from the government definition of a "household," which includes all persons occupying a house, an apartment or other group of rooms, or a room regarded as a dwelling unit. Thus any occupied dwelling unit can be regarded as a household. The confusion arises from the fact that this unit was called a "family" in the 1930 Census of Population, and a "private household" in the 1940 Census, and therefore many people regard these terms as interchangeable. But the Census Bureau now reserves the term "family" for "a group of two or more persons related by blood, marriage or adoption and residing together."

Our use of the term "family" is synonymous with what the Census Bureau now calls a private household or dwelling unit. The only difficulty with the concept arises from the following situations.

(a) A Single person living alone in an apartment or dwelling unit, is counted as a family (in our usage) or private household (Census usage), unless he lives in a hotel, rooming house, college dormitory, Army barracks, or any institution. The Census does not regard such residents as occupying dwelling units. This creates a problem in the Census area breakdowns of occupied dwelling units or private households because the population figures do include persons residing in such units. Thus, for the first time in Census history, Government enumerators in 1950 included in the Census count college students residing in college dormitories during the week the Census was taken, also military personnel and other institutional residents, on the principle that all persons should be counted as usual residents of the community in which they sleep more than half the week, even though they maintain permanent residence elsewhere. For large urban areas the resulting discrepancy between population and the number of households (which excludes such "quasi-households"—the official term for institutional residents), is slight, and can be ignored. (Example: the discrepancy is not large enough to show up in San Diego despite a large

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military population.) However, discrepancies do show up in many smaller areas where such institutional residents form a significant part of the total population. The ratios of persons per household for such communities will be far greater than normal, as illustrated by the following cases: Baldwin County, Ga., prison; Chattahoochee County, Ga., military;* Champaign, Ill., university; Riley County, Kan., military; Lake Charles, La., military; West Feliciana, La., prison; East Feliciana, La., mental institution.

(b) Suppose a single person boards with a family in an apartment. The Census Bureau would define such an establishment as a single household. If he is not related to the family, however, *such an establishment* is regarded as two "Consumer Spending Units"—the family *and* the unrelated boarder. The total number of families and unrelated individuals (i.e. spending units) thus exceeds the total number of households.

Since the SALES MANAGEMENT "family" is identical with the Census "household," unrelated individuals living with families are treated here as part of the single household in which they all reside.

3. Consumer Spending Units

We also include in the *Survey* estimates of the number of "consumer spending units," a more extensive term that covers households, doubled-up families and individuals living in quarters not classified as a dwelling unit (boarding houses, hotels, military barracks, colleges, etc.).

The total number of consumer spending units as of January 1, 1957 totaled about 56.9 million, of which about 43.3 million consisted of so-called "primary families" (i.e. families including among its members the head of a household), and about 2.1 million "sub-families" (so-called "doubled-up" married couples or parent-child group, sharing the living quarters of relatives) and "secondary" families. This gives us a total of 45.4 million families to which we must add about 11.5 million "unrelated individuals," officially defined as persons (other than inmates of institutions) who are not living in family groups. We also include here military personnel living on base; and income-earning students. An "unrelated individual" may be (a) a household head living alone or with nonrelatives only, (b) a lodger or resident employe with no relatives in the household, or (c) a "quasi-household" member who has no relatives living with him. (Note: A "quasi-household" is the Census term for persons living in institutions, hotels, and rooming houses. It always comes as a surprise to many that such quarters are not included in the Census Bureau count of households or dwelling units.)

It is obvious that any definition of consumer units that does not include all the above categories will fall short of accounting for all income earned. The consumer spending unit concept is therefore the appropriate one to use in accounting for the distribution of total personal income. We show the total number of consumer units for all counties and cities in the income distribution tables, published for each state in alphabetic sequence. (See County-City Basic Data Section, starting on page 213.)

4. Urbanized Population

Our county-by-county estimates of "urbanized population" has become extremely popular. It has proven of great importance in indicating the potential for a wide variety of goods and services associated with urban (as opposed to rural) living patterns.

We define urban population as the number of persons living in areas defined by the Census Bureau as 'urban' in character. The Census definition of 'urban' population includes all places of more than 2,500 persons plus the densely settled 'urban fringe' areas surrounding cities of more than 50,000 persons. The 'fringe' can include, according to the Census Bureau:

a. Incorporated places of fewer than 2,500 inhabitants with 100 dwelling units or more concentrated in a density rate of 500 or more per square mile. This density represents approximately 2,000 persons per square mile and normally is the minimum found associated with a closely-spaced street pattern.

b. Unincorporated territory with at least 500 dwelling units per square mile.

c. Territory devoted to commercial, industrial, transportational, recreational and other purposes functionally related to the central city.

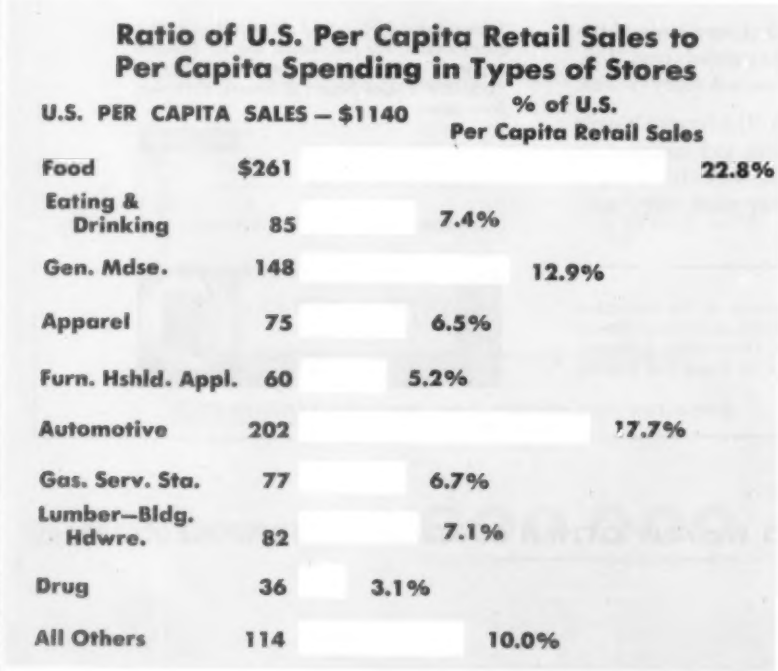
d. In addition, outlying non-contiguous areas, incorporated or unincorporated, which meet the residential density requirements are included in the urbanized area in the following cases: all outlying areas within 1½ miles of the central contiguous urban area, measured along the shortest connecting highway; also, any outlying area within 1½ miles of the central contiguous urban area.

5. Net Effective Buying Income

The concept of "national income" is a frequent source of confusion. The average businessman nowadays is frequently forced to find his way through a staggering maze of Government statistics in order to relate his own situation to that of the economy

* An example: We are forced to credit Chattahoochee County with a per family income of over $50,000 because the population and income of the county reflect mainly the activities of Fort Benning, whereas the number of households relates to civilian families only.

Ratio of U.S. Per Capita Retail Sales to Per Capita Spending in Types of Stores



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at large. Thus he will run into the terms, "national income," "gross national product," "personal income," and "disposable income," which are *not* at all interchangeable, though they frequently are regarded as equivalent terms.

Let us start with "national income," which in any year consists of the money received by all the traditional "factors of production of land, labor and capital." This is what you get if you add the wages and salaries received by all wage earners and salaried employes, the profits of all firms whether incorporated or not, and payments of interest, dividends and other types of property income, such as rentals to landlords, etc. "Personal income" excludes the profits of business enterprises from national income in order to emphasize the distribution of income among *individuals* receiving either wages, salaries, profits or property income. Then, in order to indicate how much of this income is available for the purchase of goods and services produced by these factors of production, we deduct all tax payments to federal, state and local governments. The Government calls the result "disposable personal income."

Our own concept of "Net Effective Buying Income" is nothing more than the disposable income available for spending in the various states.

In recent years, Government statisticians have included "imputed rentals of owner-occupied homes" in the above definitions of income (and we have followed suit). The reasoning is that owners of such homes have the option of renting the unit to others, in which case they would derive a rental income. By including imputed rental incomes, we avoid changes in the national income total resulting from home-owners (who account for more than half of all homes) who decide to rent to others.

Finally, to get at the concept of "gross national product," we have to consider how the national income is spent by those who get it. Thus a very large part of the national income goes into personal expenditures for goods and services. Another significant part, the profits of corporations and the savings of individuals, is invested, at home and abroad, in new construction, in new equipment or in building up inventories. Finally, it is presumed that the taxes paid to Government result in the production of goods and services that may be considered part of the gross national product. Those interested in the actual figures underlying these concepts, and a historical record of the various series, should consult the July issues of the Department of Commerce "Survey of Current Business."

How Income is Broken Down By States

Unlike retail sales, for which current estimates are provided by the Government only for the nation as a whole, our estimates of Net Effective Buying Income are based on estimates of personal income for the preceding year as published for each state in the August issue of the Department of Commerce "Survey of Current Business." Thus, state estimates for 1955 were taken from this source, adjusted to conform to our definition of Net Effective Buying Income, less overseas payments, and then projected for each state to 1956.* In this projection, separate consideration was given in each state to all significant components of income. Thus, the farm income was extended by way of current monthly reports on cash receipts from farm marketings provided for each state by the Bureau of Agricultural Economics. (At the time this projection was made, data had been available on farm marketings for the first ten months of 1955.) Similarly for each state, income from manufacturing, construction, mining and trade was projected on the basis of monthly employment and payroll data for the first nine months of 1956 received from the Bureau of Labor Statistics. With the help of our other regional indicators of current activity (bank debits and sales tax collections), we can in this way derive state income estimates for 1956 which will be comparable (after certain technical adjustments), to the estimates to be published in the August 1957 issue of the "Survey of Current Business."

How Income is Broken Down by Counties

Since 1929, the county estimates of income published in the *Survey* have been derived by distributing a given state total among the counties, in accordance with a wide variety of statistical indications available on a county level. For instance, one approach was to segregate the state total into the income derived from farming, manufacturing, trade, property, etc. Then the farm income would be distributed among all counties in accordance with the number of farm operators and laborers, the manufacturing income would be allocated according to the number of manufacturing workers in each county, and so on until the sum of the income earned by the components of the county labor force would be the county income total.

The resulting figures have, over time, been successively refined by correlation analyses based on the median and mean rent figures collected for counties and cities in the 1940 and 1950 Censuses of Housing.

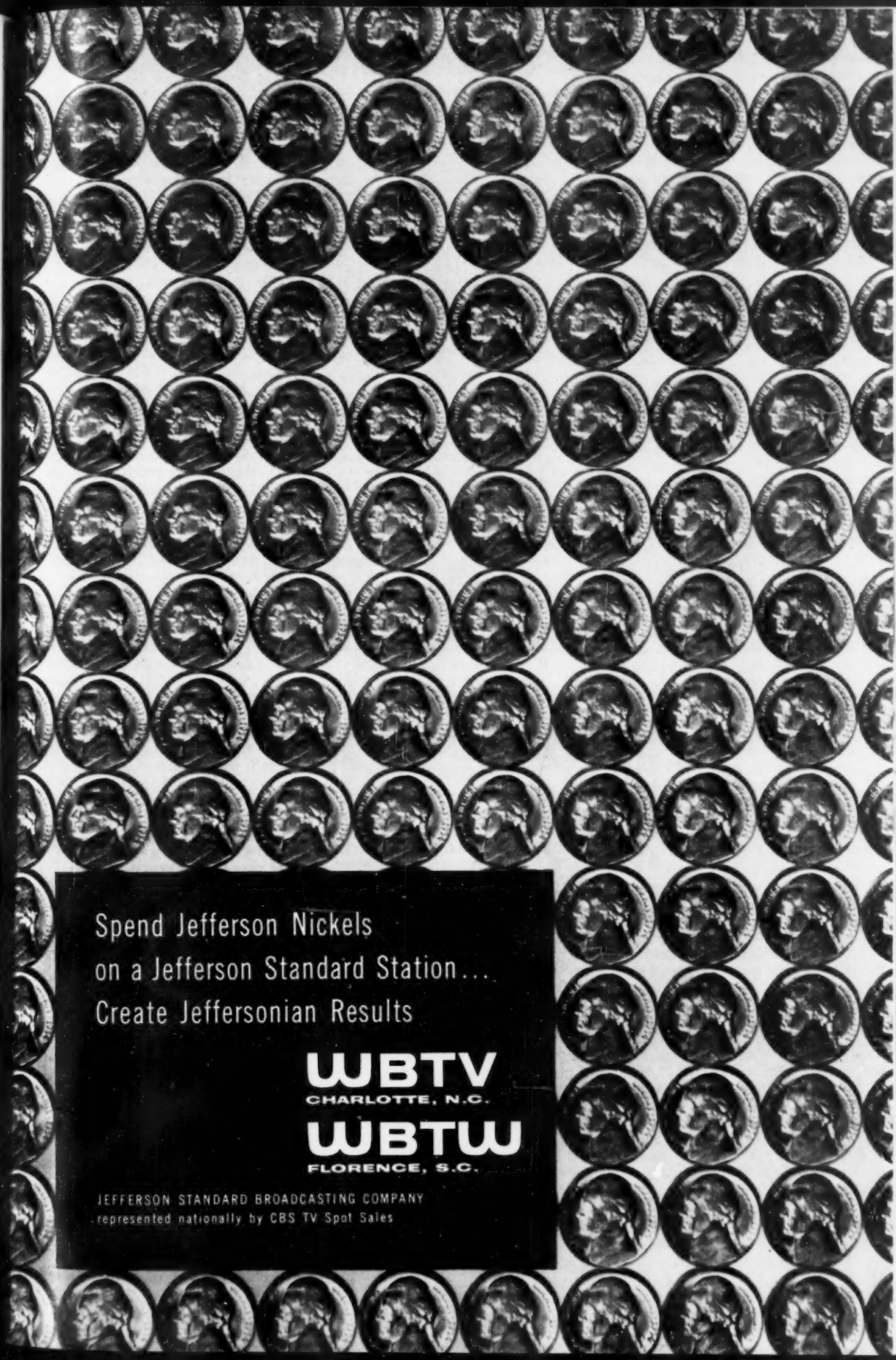
These techniques were employed because prior to 1950 there had never been, as there were in the population and retail sales fields, a Census of Income to provide county benchmarks as a base from which annual projections could be made. That's why SALES MANAGEMENT has taken a rather special interest in the fact that after many years of spadework on the part of the American Marketing Association particularly, an income questionnaire was introduced into the 1950 Population Census, in the face of some opposition.

Such a question, it was felt, would provide not only some official indicators of the income of local areas, but would also serve to indicate regional variations in the distribution of income. The opposition to the inclusion of such questions was based on the feeling that people would be reluctant to answer truthfully questions about their earnings—a secret shared only with the Bureau of Internal Revenue. For this reason, the Bureau of the Census did not feel it wise to attempt to ascertain the income of persons earning over $10,000. While this limitation necessarily made the Census of Income incomplete, it was hoped nevertheless, that sufficient data would be obtained to permit the calculation of income distributions for the various areas.

The first conclusion to be drawn about the over-all accuracy of the Census is that the fears expressed about the extent of coverage proved to be well-founded. Of the total personal income earned in 1949 (the calendar period involved in the Census inquiry), it was estimated that nearly one-fifth was *not* accounted for, even when allowance is made for the omission of the over-$10,000 incomes. This degree of under-coverage was not unexpected and is not indicative of a poor job of enumeration, but merely points up the difficulties that stand in the way of obtaining a complete Census of Income on a voluntary basis.

The second and more important conclusion drawn by the research staff of SALES MANAGEMENT and Market Statistics, Inc., the organization charged with the responsibility of preparing the *Survey of Buying Power*, was that the degree of undercoverage was surprisingly uniform for individual income groups and types of income. Therefore, it proved possible to adjust for the three major sources of understatement: people not reporting income, those reporting but understating, and those earning over $10,000,

* We estimate that the volume of income flowing to overseas personnel (armed forces and civilian) totals about $3 billion.


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who therefore did not report total income to the Census.

These adjustments were so successful that it became possible to reconcile the results of the Census of Income, by states, with the independently derived estimates of state income payments issued by the National Income Unit of the Department of Commerce. The latter estimates, based on Internal Revenue Bureau and Social Security data, are considered complete, and not subject to the downward bias implicit in any Census inquiry.

Since the county and city income estimates published in the *Survey of Buying Power* have been geared to the Department of Commerce figures, the reconciliation enabled us to check our county income figures with the adjusted Census results. The high degree of agreement between the two now permits us to publish for all counties and cities, the complete distribution of persons and income, according to income groups, resulting from that analysis.

Breakdown by Income Brackets

The successive steps required to translate the Census data into our 1956 estimates of income, by class, for each county and city, were as follows:

a. The 1949 distribution of spending units, as reported to the Census Bureau in 1950, was adjusted to account for persons not reporting income and for persons understating income.

b. The 1949 distributions were then adjusted to 1956 by accounting for the change, in each area, in the number of units falling into each of the 15 income classes distinguished by the Census.

c. For each income group, in each area, estimates were then made of the mean income after taxes in 1956, including an estimate for the group earning above $10,000.

d. Total income was obtained for each area by multiplying for, each income group, the number of units in the group by the mean income of the group.

e. For purposes of simplification, the original 15 income classes used by the Bureau of the Census were then consolidated into the following five net income classes: $0 to $2,499; $2,500 to $3,999; $4,000 to $6,999; $7,000 to $9,999, and over $10,000.

f. We show, for each area, the percentage of total spending units falling within each of the five net income classes, as well as the percentage of total income. These percentages permit an immediate appreciation, for each area, of the degree of skewness of income distribution, or how heavily the distribution is weighted by the presence or absence of high-income units.

For example, the data for the United States (1956) show the following distribution:

Group	Spending Units		Income	
	Th.	% of Total	Th. $	% of Total
0-$2499	16,024	28.1	23,939	8.4
$2500-$3999	14,435	25.4	48,707	17.2
$4000-$6999	17,903	31.4	93,071	32.8
$7000-$9999	5,395	9.5	44,220	15.6
$10000 and over	3,189	5.6	73,856	26.0
Totals	56,946	100.0	283,793	100.0

These figures show that the top 5.6% of all units in 1956 earned over $10,000 after taxes, accounting for 26.0% of all Effective Buying Income. At the other end of the income scale, the bottom 28.1% earned less than $2,500, and thus accounted for only 8.4% of the country's total Effective Buying Income.

Significance of the Income Distributions

The new income data affords, for one thing, a better balanced and more refined analysis of the varying *quality* of markets. For instance, we can now discover whether a high average income area results from a concentration of wealth at the extreme end of the income scale, or whether it is due to a high average income for all families throughout the income scale. As an example, the first two counties in Connecticut, Fairfield and Hartford, are extremely high-income areas, ranking among the top ten in the nation. An examination of their respective income distributions, on page 270, will show, however, that Hartford's good showing reflects an above average concentration in the income group $4,000 to $7,000 (38.0% as against the national average of 30.9%), whereas the Fairfield distribution reflects a particularly heavy concentration in the over $7,000 group (21.8% of all consumer spending units, accounting for 55.8% of all income earned in the county, as against the national averages of 14.3% of all units earning 39.9% of all income).

Thus, the data show that the three richest counties in the United States, in terms of the highest percentages of units and income, are Montgomery County, Maryland, in the Washington, D. C., Metropolitan Area, and Westchester and Nassau Counties in the New York Metropolitan Area. The top income group of these three counties accounted for 68.9%, 67.9%, 67.1% of total income respectively, as contrasted with the average percentage for the United States of 39.9%.

In a similar manner, the counties and cities shown here can be rated with respect to their respective concentration in the low or middle income brackets.

It is interesting to note how sharply divergent are the income distributions of urban counties, which tend to have the largest concentration in the income $2,500 to $4,000 group, as contrasted to rural counties, which usually have the bulk of all family units (frequently well over 75%) concentrated in the first group ($0 to $2,500). Indeed, the first impression gleaned from a study of the county income distributions is that of an enormous diversity; within each income group the percentages among the 3,071 counties of the nation may range from very close to zero to very close to 100.

The simultaneous calculation of median income and mean income for all areas now becomes possible for the first time in the history of marketing statistics. Statisticians know that the difference between the *median income* (i.e., the income of the "middle" unit, on either side of which lies one half of all units, in the order of their incomes) and the *mean* income (total income divided by the total number of units) is the best indicator of "skewness," i.e., the degree to which the income distribution is unbalanced. This is so because the presence of even a few well-to-do units tends to pull the mean up without affecting the median. Now, since the median is the value on the income scale on either side of which 50% of all units lie, our data permit the calculation of medians by interpolation. In the Los Angeles

12 STATES LEADING IN SALES TO INCOME RATIO

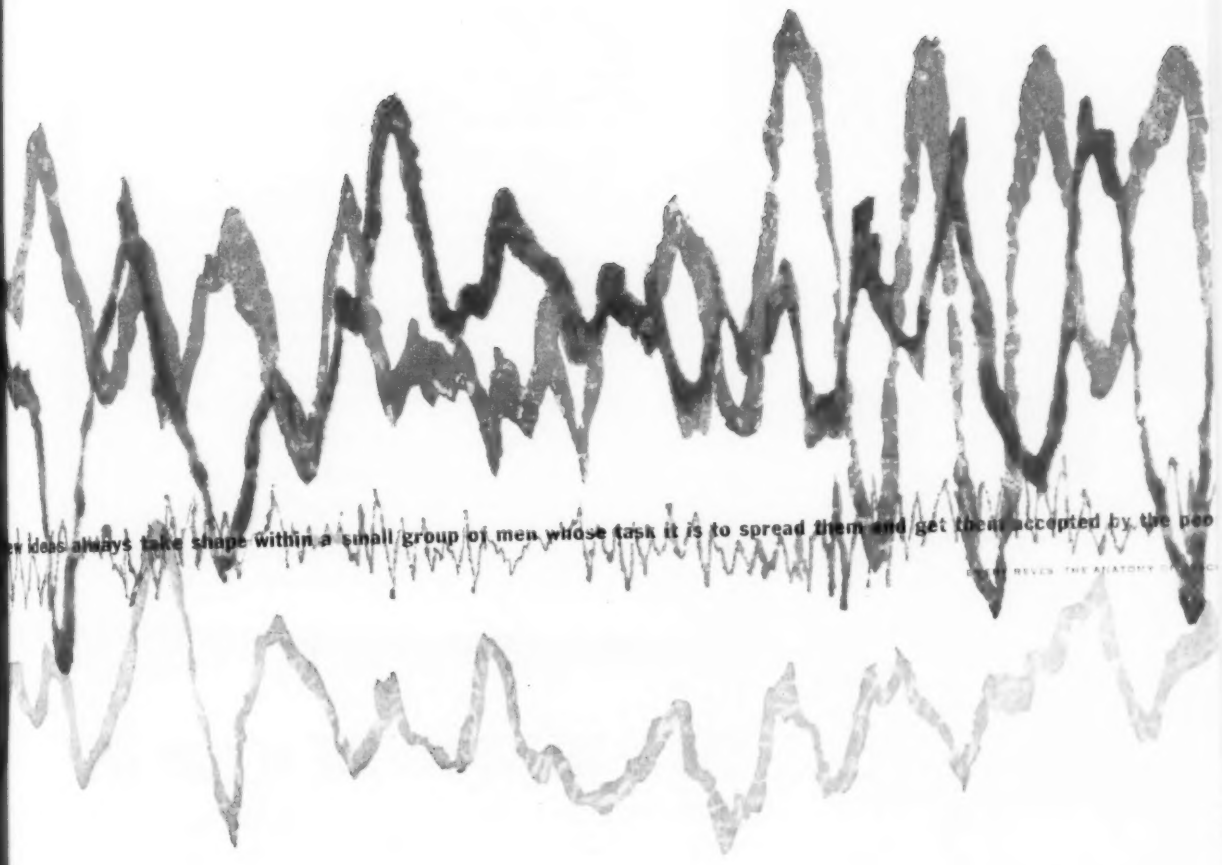
These States lead all others in the percent of income spent for Retail Sales.



U.S. RATIO

Fla.	90.2%	Colo.	78.7%
Idaho	85.9%	Neb.	77.8%
N.D.	83.4%	Maine	77.2%
Vt.	81.2%	Ariz.	76.2%
N.C.	79.2%	Iowa	76.0%
N. Mex.	78.8%	Nev.	75.3%

(As a rule, the inclusion of equipment, feeds and other industrial type sales under "retail" tends to give farm states a higher sales to income ratio than non-farm states.)



THE
NEW YORKER

New York, Chicago, London, San Francisco, Los Angeles

area, for example, 23.2% of all units fall in the first group, 22.5% in the second group which means that 45.7% of all units earn less than $4,000. The median income must therefore be a little over $4,000. In like manner, the data will permit at least rough calculations of medians by inspection of all areas.

In general, then, the data shown here, by illuminating the *composition* of each market, go beyond the aggregates of population and income previously published and explain how, in some cases, per capita income averages might actually be misleading when taken as representative of an entire market. Note, for instance, how the trek to the suburbs in the last decade has stripped New York County of its middle income groups so that it now has, in relation to the national averages, high concentration in both the very high and very low income groups, and under-representation in the middle groups.

While limitations of space make it impossible to publish here the actual unit and income data on which the percentages are based, manufacturers and distributors will note that the data in this form will permit the computation of sales quotas for areas geared to particular income brackets. Thus, the distribution of particularly high-price luxury goods would probably correlate highly with the amount of income in each market in the over-$7,000 Effective Buying Income group.

In fact, such data open up new and exciting possibilities in the construction of scientific sales quotas. Many manufacturers, for instance, have been able, on the basis of consumer surveys, to determine nationally what proportion of each income group could be regarded as potential consumers of their product. These proportions now can be applied to the number of units and dollar volume in particular income groups to obtain market potentials never before available.

6. Retail Sales

All the retail sales estimates in this *Survey* relate to the year 1956, and are based on 1954 Census benchmarks. One technical difficulty that we cannot resolve, however, is the fact that there is a slight conceptual difference between the coverage of the Retail Trade Census and that of the Department of Commerce, which is responsible for current estimates of retail sales on a national level.

The difference concerns the treatment of (a) certain non-store types of establishments included in the Census

"Never had such satisfactory return," says . . .

FRIDEN CALCULATING MACHINE CO. INC.
SAN LEANDRO, CALIFORNIA

LAWRENCE B TAYLOR
VICE PRESIDENT

February 27, 1957

Mr. George Dupee
Advertising Manager
THE WALL STREET JOURNAL
Pacific Coast Edition
415 Bush Street
San Francisco 8, California

Dear Mr. Dupee:

We recently ran a two-page advertisement, the first I recall ever having seen in The JOURNAL, and never have we had such a satisfactory return on an advertising investment. It accomplished everything we had in mind. We did not expect too many direct sales from it, but it has directly resulted in many sales. It has given a tremendous impetus to the enthusiasm of our sales force in the new market we have entered, and has opened the door to many important accounts. The inquiries have come from all over the country, and from the "Blue Book" of business enterprises. Some were from other countries.

Our congratulations to you.

Sincerely,

L. B. Taylor
Vice President

LBT
b

HOW TO GET THE SURPRISE OF YOUR LIFE

Be one of The Wall Street Journal's many readers. Develop a lot of respect for this Only National Business Daily as an *information* medium. Then—plant an ad or two to test The Journal's *selling* power. Wow! Suddenly you discover that all over the U. S. fellow businessmen are never too busy to buy a good business item.

THE WALL STREET JOURNAL

published at

NEW YORK, 44 Broad St. and WASHINGTON, 1015 14th St., N. W. • CHICAGO, 711 W. Monroe St.
DALLAS, 911 Young St. • SAN FRANCISCO, 415 Bush St.

HOW TO GET THE JUMP ON A RIVAL SALES MANAGER

Let's say you have a new model, or new prices, or a fresh sales proposition, to place before the national audience of business men.

Let's say your rival has the same requirements.

Who has the advantage?

The company that gets to the market ***first.***

You can be first – through *The Wall Street Journal. The Journal* is a national daily – the only publication of its kind in the country. It has the speed of a local newspaper, with the penetration of a local paper, PLUS the national coverage that covers all your best prospects.

Through *The Journal* you can be in print – in fact, you can be racking up *sales* . . . before other national media have locked up their forms.

Of course, there's more to *The Wall Street Journal* than just speed . . . but isn't that a great starting point for a sales manager who's in a hurry to show great results?

THE WALL STREET JOURNAL

Published at
NEW YORK & WASHINGTON, D. C.
44 Broad St. 1015—14th St., N.W.
CHICAGO—711 W. Monroe St.
DALLAS—911 Young St.
SAN FRANCISCO—415 Bush St.

Other advertising sales offices at Atlanta, Boston, Cincinnati, Cleveland, Detroit, Greensboro, Houston, Los Angeles, Miami, Philadelphia, Pittsburgh, Rochester, St. Louis, Seattle.

but excluded from the Department of Commerce coverage, (b) milk dealers, who are excluded from the Census but included in the Department of Commerce sample and (c) non-employer establishments with less than $2,500 sales during the year, which are excluded from the Census but not from the Department of Commerce sample. The net effect of these differences is to give the Department of Commerce a 1954 retail sales total of $170.7 billion, as against the Census Bureau total of $170.0 billion. The SM estimate for 1954 ($170.0 billion) coincides with the Census Bureau estimate. In our current estimates we have shifted completely to the Census basis, which involves chiefly a drop in food sales due to the exclusion of milk dealers.

The divergence of the retail sales estimates published in the 1955 *Survey* reflects in part the slight change in coverage of the 1954 Census from that of the 1948 Census, and the cumulated errors of estimating involved in projecting from the 1948 Census base. The divergences are naturally smallest for large areas, and greatest for small areas. We show below a comparison of *Survey* estimates for 1954 with final Census results for the U.S., regions and states, as opposed to the preliminary estimates published in the 1956 *Survey*.

On the whole the range of divergence is within expected and reasonable limits. The percentage of divergence is 0.0% for the U. S., the average divergence for all regions is 1.5%, and the average divergence for all states is 4.0%. A preliminary check indicates that for all metro areas the average divergence will run to about 6.0%, and for all counties to about 8%. These results are similar to those achieved with the 1948 Census of Retail Trade. (See "How Good is the Sales Management Survey of Buying Power?" SM, July 15, 1950.) In 1948 our divergence was zero for the U. S. total, 3.2% for regions and 4.9% for states, but at that time our estimates represented ten year projections from the Census base, while in the present instance we have a seven year interval. But at that time, we concluded, and this statement will still apply, that our average annual error per county is of the order of 1%, obtained by dividing by the number of years between Census benchmarks.

While our performance was on the whole a good one, it is useful to note where we differed. The greatest surprise was Florida, a state we had credited with the largest single percentage gain since 1948 (52%) but which, according to the Census, actually enjoyed a 70% gain. At the other extreme we had given the District of Columbia a moderate gain of 24% as against a gain of 40% for the Washington metro area, in accordance with our knowledge that downtown shopping areas were lagging behind suburban areas, but the Census, crediting the District with a gain over 1948 of only 10%, as against a 38% gain for the entire metro area, indicated we were again too conservative. We were similarly conservative in our treatment of the relative decline in the shopping importance of Manhattan, which the Census credits with a mere 7% gain since 1948. However, we were more successful in estimating the rapid growth of such suburban counties as Nassau, N. Y.; Bergen, N. J., and Montgomery, Md., all of which enjoyed retail sales gains of more than 50%.

In general the 1954 Census results confirm all the basic sales trends that were apparent to the research staff of the *Survey* and which have been commented upon again and again in these pages–the continued regional shift to the South, Southwest and Pacific states, and the continued decentralization of retailing toward suburban areas at the expense of the downtown centers. Our comments above on our areas of divergence should not obscure the fact that while our estimates of *magnitude* may have been off in some cases, we rarely erred in questions of *direction* or *relative movement*. Thus with respect to whether an area increased at a rate greater or less than that of the U. S., we were almost never wrong.

How We Get Our Retail Sales Estimates

The secret of our success in projecting Census benchmark figures on retail sales lies in the great pains we take to collect current data on economic trends for a large group of so-called "key" counties. In past *Surveys* we were able to increase the number of key counties each year, with the result that they totaled about 2,000 last year, and accounted for over 95% of total sales. For these 2,000 counties Market Statistics, Inc., has been able to develop continuous records, on a monthly and annual basis, of population, sales, bank debits, income, etc., extending in some cases back to 1929, the first year in which the *Survey of Buying Power* was published. These records constitute the basis for projecting the estimates for the current year. Variations in the quality and quantity of the available current data require careful individual consideration for each key county.

Naturally, the quality of data is highest in those states which have had sales tax collection data on a county basis extending back several

THE LANDING STRIP

as seen by

JOHN BURGOYNE

This Survey of Buying Power is an excellent place to find statistical data about marketing and advertising. But specific answers to specific problems have to come from the field. Burgoyne is the man who can give you the answers, just as he does for leading food and drug manufacturers everywhere.

* * *

When you want an accurate check, at regular intervals, of actual sales of your product and of competitive items, come to Burgoyne. When you want to know how the public will react to a new product, you want a useful, adequate and not too costly sample of public opinion. You need checks in typical, representative markets, and you want enough of them to be sure you have a fair test. Burgoyne is the man to furnish the data.

* * *

The Burgoyne test panels operate in grocery and drug stores in the country's best test markets. The test panels can furnish fast, accurate and comprehensive reports on your standard or new product, your new promotion or advertising campaign, in any or all of these cities:

CANTON	MINNEAPOLIS
CEDAR RAPIDS	OMAHA
CHARLOTTE	PEORIA
CHATTANOOGA	PHOENIX
CINCINNATI	ROANOKE
COLUMBUS	ROCKFORD
DAYTON	SOUTH BEND
DES MOINES	SPRINGFIELD
GRAND RAPIDS	SYRACUSE
HARRISBURG	TACOMA
INDIANAPOLIS	TAMPA-
LOUISVILLE	ST. PETERSBURG
MADISON	TOLEDO
MILWAUKEE	WICHITA

* * *

A Burgoyne audit will show you what to expect on a national scale. You'll know whether to follow your original plan, or where and how and why to make changes.

* * *

Burgoyne gets complete, accurate facts on sales performance, and he can give you the information you need on buying preferences and buying power. Write right now for the Burgoyne prospectus. You'll find it valuable and informative, and it can lead the way to solution of your major sales problems.

Burgoyne GROCERY & DRUG INDEX, INC.

FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

years, but there are very few counties in the nation for which we do not have enough back sales data, based on past Census data, bank debits, department store sales, etc., for a realistic projection each year.

The sales tax data, now available from some 34 states,* cannot be used "in the raw." First, the data for sales tax states must be adjusted to comparable bases, for there are great differences among these states with respect to tax rates and coverage. For each state it is necessary to calculate the change in tax collections since 1954, excluding from consideration all activities not covered by the U. S. Census Bureau's definition of retail trade, such as service trades, wholesaling, utilities, amusement industries and the like. Allowances have to be made for changes in the tax law or the tax rate over the period.

The percent changes between 1954 and 1956 have been applied to the basic 1954 Census retail sales total to yield the estimates of sales in 1956 for the tax states, which in turn could be used, to some extent, to throw light on the volume of sales in non-tax states. For example, in sales tax states certain typical statistical relationships emerged between sales and income, and sales and population, which could be applied to non-tax states of a similar economic character within the same regions. These results were then checked against other regional sales indicators, such as the Department of Commerce's monthly survey of the sales of independent retailers, the Federal Reserve Board's monthly tabulation of bank debits and the Federal Reserve Board's monthly reports of department store sales, available for a limited list of large cities.

These reports are of major assistance in determining the proportion of a state's sales to be alloted to the various counties and cities. In the case of sales tax states, collection figures by counties can be used as a cross check against estimates arrived at through the use of the regional post mentioned. Preliminary estimates are checked against relationships between state and county as shown by the 1954 Census. These many checking operations have resulted in refinements which enable us to show a variety of reasons in support of every significant figure published.

Decentralization of Retail Sales

One of the most interesting retailing developments of the post-war years has been the decentralization of sales from the old downtown market districts of the large metropolitan cities. The shift to suburban shopping centers has been accelerated by the improved traffic and parking facilities available outside of heavily congested business districts. While there are indications that a reaction has already begun to set in, as more and more large cities are planning arterial highways and improved parking facilities to protect the position of the downtown shopping center, decentralization has already made some profound alterations of the retailing map.

For instance, the erection of new department store branches in such relatively small communities as White Plains, Manhasset, Hempstead, Framingham, Millburn, and Evergreen Park, to name a few of the more outstanding cases, has transformed them almost overnight into major market areas, whose true current status has only now been recognized in an official Census canvass.

Treatment of Mail Order Houses

The operations of mail order houses has been a perennial problem for us, and for the Census Bureau. The sales of such houses conform to the character of general merchandise sales, and should be included in that category. However, since these sales are not confined to residents of the immediate trading area, it would be useful for sales quota purposes to have a measure of the volume of their catalog sales, so that they could be deducted from both the retail sales total and our general merchandise total. This would afford a better evaluation of the marketing potential of the area in which the mail order house (or catalogue branch) is located. Such operations involve in each area so small a number of outlets that the Census Bureau has always found it necessary to withhold data on their activity in order not to violate its non-disclosure rule. The large mail order houses themselves have been equally reluctant to release information on the sales volume of each mail order branch.

No such prohibition applies to us and we have worked out below our own estimates of the volume of catalogue mail order sales in 1955 in each of 19 areas in which they are significant. (There was not enough data available to warrant updating these estimates to 1956.) We welcome comment from informed readers on how reasonable they appear.

	Millions* of Dollars
Chicago, Ill.	450
Kansas City, Mo.	110

* Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Michigan, Mississippi, Missouri, Nevada, New Mexico, New York (city), North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Washington, West Virginia, Wyoming.

the trend to better living

How McCall's, the magazine of Togetherness, creates new marketing opportunities for manufacturers of all products for the home

Today, business is more than ever aware of the new role the American woman plays in influencing home building and the sale of home furnishings and equipment.

Naturally, the woman has always had a vital interest in the home. But today she takes on *greater responsibility than ever in inspiring the actual buying decisions* that involve her family's comfort and enjoyment. The much-publicized housing forum held by the U.S. Housing Administration last year pointed up the importance of women in home-selection and home building as no other single event in recent years.

The woman and her family are living better today than at any time in American history. They have more money to spend—and they are spending it on their homes. They have more leisure time today, too, in which to enjoy their homes.

McCall's, by reflecting this changed attitude toward home life through its well-known *Togetherness* concept of editing, is creating new marketing opportunities for all manufacturers of products for the home.

Each issue of McCall's is a colorful shopping center of ideas and information on everything pertaining to *better living* for women and their families. Through outstanding editorial features, illustrated in full color, McCall's helps to introduce new products, and create new uses and new customers for established products in the home furnishings, home building, home equipment and home improvement fields.

The McCall's projects shown on this page are typical of the many new ideas for better living featured month after month in the pages of this magazine.



Cramped kitchen-like dining space (3) gives way to more gracious dining and entertaining area (4). Window becomes window wall; drapes, floor-to-ceiling, give new color and privacy. Attractive built-in shelving triples useful space.

The magazine of Togetherness **McCall's**



KING-SIZE

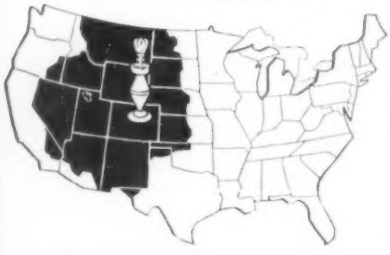
KING-SIZE in COVERAGE — KOA-Radio blankets 302 counties in 12 states, reaches *and sells* over 3½ million westerners.

KING-SIZE in POWER — KOA-Radio speaks to these Westerners with the 50,000 Watt voice they understand and have trusted for 32 years.

KING-SIZE in AUDIENCE ACCEPTANCE — By programming in character with its area...and providing a strong lineup of NBC programs, KOA-Radio has established audience leadership throughout the West.

KING-SIZE in VALUE — KOA-Radio delivers more for your money, day and night, seven days a week. It's your best buy in the RICH WESTERN MARKET.

CALL NBC SPOT SALES



KOA DENVER Radio

One of America's *great* radio stations

NBC 50,000 WATTS • 850 Kc

	Millions* of Dollars
Minneapolis, Minn.	50
Philadelphia, Pa.	90
Boston, Mass.	55
Atlanta, Ga.	75
Memphis, Tenn.	42
Dallas, Tex.	50
Los Angeles, Calif.	70
Seattle, Wash.	43
Greensboro, N. C.	33
Denver, Col.	27
Portland, Ore.	18
St. Paul, Minn.	36
Oakland, Calif.	25
Baltimore, Md.	45
Albany (Menands), N. Y.	31
Fort Worth, Tex.	26
North Kansas City, Mo.	34

Revisions of Survey Data

Any organization that undertakes as we do to estimate annually the volume and breakdown of retail sales for all countries and cities (to say nothing of estimates of population, families and income) is under the painful necessity of spotting errors and revising them when new data become available. These revisions when applied to past estimates provide a new base for our current estimates, but since for reasons of space it is impossible to publish the revised back data, readers will often compare the new estimates with the old and infer that the change represents economic movement over the period involved. Frequently, when the revision is sizable, such comparisons may be quite misleading. The necessity of making the revisions, painful as they may be, must be clearly understood. If we did not make the revisions (downward and upward) we would not be able to align our estimates with the official benchmarks provided by the U. S. Department of Commerce and Census Bureau and we would have no way of evaluating our accuracy. The realignment of all sales estimates with 1954 Census levels means that comparison of our 1956 estimates with figures published in the preceding *Surveys* will inevitably reveal differences that reflect both the revision and the trend of sales between 1954 and 1956.

The Relationship between Commodity and Store Sales

It may be well to point out again that both the Bureau of the Census and the SALES MANAGEMENT *Survey* report on *store* sales only, and not *commodity* sales. The drug store figures, for example, do not include the sales of drug items in department stores, supermarkets or stores selling drugs or toilet goods as a sideline.

The problem is most pronounced with respect to department stores. In this connection it is a matter of great regret that the Census Bureau will not publish its 1954 "Merchandise Line" data which in the 1948 Census was most helpful in correcting discrepancies between commodity and outlet sales. As an example we may cite the case of New Bedford and Fall River, which were credited with furniture-household-radio sales of $7.5 million and $9.6 million respectively by the 1954 Census.

However, a special tabulation indicated that "furniture and floor coverings, household appliances, radios, TV sets, pianos and musical instruments" accounted for $1.9 million of the $8.7 million total sales reported by New Bedford department stores, and only $1.1 million of the $5.6 million total reported by Fall River department stores. Thus the relative rankings of these two cities with respect to furniture-household-radio sales might be altered considerably if the merchandise line breakdown were considered.

Short of persuading the Census Bureau to undergo the great expense involved in publishing such detail for all areas and for all retail categories, the best way to gauge the inherent *demand* for any type of commodity in any area, regardless of the local retailing structure, is to calculate it as a function of the number of families in the various income groups and other economic characteristics. (See "Setting Sales Quotas," page 44.)

7. Components of Retail Sales

The first column under retail sales is "Dollars in Thousands," followed by "% of U. S. A." Similar percentage figures are given for population and Effective Buying Income, so that users of the *Survey* can see at a glance both the quantity (dollars) and the quality (percentage) factors of a given county or city.

The **Food Store** group includes grocery stores (without meats), combination grocery and meat stores, dairy products, meat markets, fish markets, candy and nut stores, confectionery stores, delicatessen stores, fruit and vegetable stores, bakeries and caterers, egg and poultry dealers, and "other" food stores.

The **Eating and Drinking Places** group includes retail establishments selling prepared foods and drinks for consumption on the premises, and luncheon counters, and refreshment stands selling prepared foods and drinks for immediate consumption.

*These estimates cover the catalogue sales of Sears Roebuck, Montgomery Ward, Spiegels and Aldens in Chicago and in branches throughout the nation. There are of course other smaller catalogue companies throughout the country, as in Fairlawn, N. J., and Newark, N. J.

For 38 years

first in advertising

in the world's

first market


The New York Times.

LATE CITY EDITION

EGYPT SAYS SUEZ WILL OPEN TODAY TO SMALL CRAFT

Israel Raises Gun Position Dominating Aqaba Strait

U.S. URGED TO AID BACKWARD LANDS, NEUTRAL OR NOT

HALL IS BOOMED BY THE PRESIDENT AS '58 GOVERNOR

House Votes Midtown Plan In Senate Version, 350-60

MIDTOWN SHIFTS FOR TRAFFIC SET

Eisenhower Bars Aid Cut As Way to Slash Budget

U. S. TO SEEK TEST OF NASSER ANITY

BUS SALE OPPOSED BY TRANSIT CHIEF

EXCLUSIVE PROMOTIONAL AID MOVES DISPLAYS!



. . . and other national manufacturers

Our job is **not** done when the display is finished. We actually help you build enthusiasm among your salesmen, distributors and dealers with powerful, attractive literature . . . to obtain maximum sell power from the displays for you! Write for details and samples on this **exclusive** DISPLAY SALES service.

* display sales

1637 GEST STREET • CINCINNATI 4, OHIO

Restaurants and luncheon counters operated as leased departments within other retail businesses are treated as part of the establishment in which they are located. However, restaurants and luncheon counters operated as leased departments or concessions in businesses other than retail are included in this classification as eating and drinking places.

The **General Merchandise** stores include department stores, dry goods stores, general merchandise stores with food, general merchandise stores (others), variety stores.

The **Apparel** group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment. Custom tailors carrying stocks of material, and furriers are also included in this group.

The **Furniture - Household - Appliance** group includes furniture stores, floor covering stores, drapery-curtain-upholstery stores, china-glassware-metalware stores, interior decorators, antique shops, other home furnishing stores, household appliance dealers, radio-household appliance stores, radio stores, radio-musical instrument stores.

The **Automotive** group includes dealers handling both new and used autos and trucks, tire, battery and accessory dealers, and outlets handling the sales of new and used motorcycles, boats, etc.

Gasoline Service Stations are defined as establishments primarily engaged in selling gasoline and other lubricating oils. These establishments often carry other lines of merchandise or perform other services and repair work.

Lumber Yards and Building Materials Dealers, Hardware and Farm Equipment Dealers includes lumber yard and retail establishments primarily engaged in selling lumber, shingles, woodwork and other millwork. Sales are primarily made locally to home owners, farmers and special trade contractors; establishments selling primarily to builders and general contractors are classified as wholesale trade; building materials dealers are primarily engaged in selling material other than lumber and millwork, such as brick and tile, cement, sand, gravel, lime, wallboard and rough materials. In addition, lumber yards and building materials dealers have in recent years expanded their activities, in step with the growth of the "do-it-yourself" movement, so that today a substantial percentage sell many other diversified products, including paint, electrical supplies, electrical appliances, etc.

Hardware stores are retail establishments primarily engaged in selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, houseware and household appliances, cutlery and rough materials. These establishments may also sell farm implements.

Drug stores include those with and without fountains and proprietary stores without prescription departments.

Retail Concentration Formula

One notable characteristic of the retail sales estimates as shown for each city is that they reflect the buying power not only of the city itself but of its entire marketing area. For this reason it will almost always appear that a city will have a greater percentage of U. S. retail sales than its corresponding share of population and income, which relate merely to residents within city limits. Naturally, cities will vary greatly in the strength of this retailing "pull," but it can be measured, as in the following example of the city of Dallas.

In 1956 Dallas had total retail sales of $1,079,457,000. What portion of this can be credited to residents of the city of Dallas? While the per capita retail sales for any city or metro area is inflated by sales to non-residents, as a rule this condition does not hold for larger regional units such as states.

On page 708 we note that 1956 per capita sales in Texas were $1,093. Probably, per capita sales to Dallas residents were somewhat higher, because the per capita income was higher. But since it does not necessarily follow that increases in per capita sales are proportionate to increases in per capita income, we can assume that the per capita sales to Dallas residents were equal to the state average.*

On this basis we may multiply the Dallas population (623,700) by $1,093 to get $681,704,000 as an estimate of retail sales to residents, crediting $397,753,000, or 36.8% of the total, to non-residents. A similar computation for general merchandise sales (resident population multiplied by the general merchandise per capita, $138) would yield $86,071,000 as the estimated portion attributed to residents.

Thus since general merchandise sales in Dallas came to $238,789,-000, by far the largest segment of Dallas general merchandise sales—64%—are made to non-residents.

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* A more sophisticated assumption, based on recent correlation studies that show a parabolic relationship between per capita sales and per capita income would allow for systematically smaller increments to per capita sales as per capita income rises.

8. The Buying Power Index

The column headed "Buying Power Index" is designed as an overall index for use in setting sales quotas and advertising appropriations.

The number of people, their buying habits and the amount of money they have to spend are each important in setting sales quotas and allocating advertising appropriations, but for the great majority of products no single feature is an accurate guide.

As a result of much study and experimentation, and after checking tentative conclusions with actual sales records of many SALES MANAGEMENT subscribers, the editors perfected a balanced "Buying Power Index," which assigns 5 points to "% of U. S. A. Effective Buying Income," 3 points to "% of U. S. A. Retail Sales," and 2 points to "% of U. S. A. Population." In previous *Surveys*, the column was called "% of U. S. A. Potential."

This "Buying Power Index" can be used without change by national marketers to set up sales quotas on a fair and equitable basis, divide up sales territories, and set realizable goals for distributors. And it can also be used by advertising agencies and advertising departments to break down their appropriations and decide where to put added pressure.

Those organizations that do not distribute nationally but operate on a sectional basis can use the figures with a slight modification. Let's suppose that such a manufacturer operates in a dozen states, and the combined "Buying Power Index" of these twelve states, as shown in the page headed "Summary of all Data by States and Sections," is 25% of the national total. Since this is one-fourth of the U. S. A. potential, he should multiply the "Buying Power Index" for each county in his section by four.

Many alert sales organizations use these potential figures in their sales training and promotional work with important distributors and dealers, *but the editors suggest that all national figures be reduced to a local level.*

The distributor in Richmond, Va., can't see the counties in his territory as a percentage of the *national* total, but it is very easy to reduce them to an understandable figure. Let's assume that this distributor has five counties in his territory. The potentials for each will be found in the state section.

A typical set-up follows. The first column shows the "Buying Power Index," and the second column is the figure which results from using the total of the five counties (.797) as the base, 100:

County	*Buying Power Index %*	*Localized County %*
A	.0460	5.77
B	.5420	68.00
C	.1220	15.31
D	.0200	2.51
E	.0670	8.41

That distributor can't visualize County B as producing .5420% of the nation's total, but he can see it as having 68% of *his* territory's volume. For other uses see the chapter on "Most Mentioned Uses of the Survey" immediately following this foreword.

9. The Quality Index

The Quality Index is a measure of the purchasing ability of each county and city as compared with the nation. It is constructed by dividing the "Buying Power Index" by "% of U. S. A. Population." The U. S. A., of course, is the base, 100. This index is designed as a handy guide to sales and advertising managers who are considering intensive campaigns in a restricted list of above-average counties. These counties and cities which have an index figure markedly higher than that of the nation (100), or higher than other counties and cities in the state or geographic area, are likely to be the ones where intensified promotional campaigns will bring the greatest returns. Note, however, that it is an index of *quality*, but not quantity.

The Quality Index should be used only in connection with other columns, not *independently*. Otherwise, undue emphasis might be placed on counties and cities which are high in quality but weak in quantity.

10. Index of Sales Production

This is a relatively new index which relates the retail sales percentage to the population percentage, in a manner similar to the Quality Index. It will serve to highlight those areas (mainly cities) which account for disproportionately high (or low) sales volume in relation to the number of local residents.

WATCH FOR

JULY 10, 1957

The Survey of Industrial Buying Power

The Survey of Industrial Buying Power, for years a regular feature of the May 10 Survey of Buying Power, comes into its own this year —and will be published as a *separate issue* of Sales Management.

Publication date: July 10.



Would you like to move into some of the new profitable markets revealed in the pages of this issue? Then take a Slick tip...

Avoid setting up costly warehouse facilities and heavy inventories. Test the market first by moving in stocks as needed, with swift Slick air cargo delivery. In the long run, the least costly way to break and maintain a new market is through steady inventory replacement by Slick.

Slick service is complete... door-to-door. Slick rates are low... comparable to surface. Slick minimum charge is the lowest in the industry... $1.00.

Call or write for more information today.



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How Subscribers Use the *Survey of Buying Power*

The following varied examples of sales and advertising usage come from personal interviews, letters and questionnaires involving more than a thousand subscribers.

Very few subscribers seem to use the *Survey* for only one purpose. Consequently it is difficult to arrange the subscriber comments and suggestions in any logical order, since any one subscriber's uses may run the complete gamut.

Extra-copy buyers of the *Survey* were asked, among other things, to name their most frequent uses of the book. They responded as follows:

	%
Setting sales quotas	89
Buying space and time	83
Locating sales soft spots	81
Planning distribution	76
Allocating the advertising dollar	75
Determining market's potential	73
Mapping sales territories	72
Studying metropolitan areas	71
Finding industrial or warehouse locations	59

Subsequently, a New York subscriber who had indicated that he used the *Survey* to help solve 5 of these problems, made the comment, "Actually these are all different ways of saying, 'help in setting up quotas and advertising budgets.'"

The first logical division might be those uses which are possible from direct use of the figures as they appear in the issue, which we will consider in this chapter. The second division will be uses which are possible through the aid of I.B.M. punched cards, available through Market Statistics, Inc., and covering both *Survey* and related data. Suggested uses of these cards will be discussed in the following chapter.

From literally hundreds of uses—examples of the *Survey* itself, we will compress the most interesting and the most frequently recurring, into four major groupings:

1. Better setting of quotas and potentials
2. Selecting the right markets
3. Getting more from the advertising dollar
4. Uses that can't be pigeon-holed.

1. BETTER SETTING OF QUOTAS AND POTENTIALS

a. Setting Territory Potentials

Over-all goals are a requisite in any well-managed sales operation, and the big goals there must be broken down into smaller ones. Perhaps the most frequent use made of the *Survey* is to arrive at detailed territory potentials so that distributors and salesmen have decent equality of opportunity and so that performance can be checked against potentials.

The potential may be simple or it may be complex. It can be a percentage of population alone, or retail sales, of a type of store operation, of income—or combinations of the above. Many find that the weighted "Buying Power Index" has the proper balance. Others modify it by adjusting the weights.

No potential figure can be used with maximum effectiveness unless it is accepted as valid by those to whom it is applied. There will be some distributors and some salesmen who will rebel against *any* potential, but readers say that such is the acceptance and fame of the *Survey* that seldom is it necessary to say more than: "This is the percentage as shown by SALES MANAGEMENT'S *Survey of Buying Power.*" An American Home Products executive says: "By using SALES MANAGEMENT estimates we are quoting an authority; the man knows he is viewing unbiased information, not just data we have dreamed up to give him a shot in the arm."

Justifiable gripes on the part of salesmen can be avoided to a large extent if reasonable potential figures are developed for all segments (the majority do it on a county basis) in the area covered by the company, and if each salesman is then given an equal share of the whole.

b. Localizing a National Figure

The Admiral Corp. uses the Buying Power Quota to allot to each of the U.S.A. counties its percentage of Admiral's anticipated production. Because a distributor and his salesmen operate in a restricted territory, rather than nationally, the SM figures are translated into local terms. Each distributor's territory becomes a nation in itself, with totals adding up to 100%. For example, here is what Admiral calls the "Buying Power Index" for the New York distributor (figures used in the table are taken from a previous *Survey*).

County	National BPI	Territory BPI
Bronx	.998	13.3
Kings	1.918	25.4
Manhattan	2.413	32.0
Nassau	3.73	5.0
Queens	1.058	14.0
Richmond	.122	1.6
Suffolk	.154	2.0
Westchester	.499	6.7
	7.535	100.0

"It gives them a clear picture of what they're expected to do," says the Vice President in Charge of Sales. "It makes better merchandisers of them. . . . The *Survey* helps us to lower the cost of selling. Also, it gives us a continuing check on the movement of goods to maintain par or better on the sales side."

c. Showing Distributors Where They Stand

The James Jamison Co. takes the blue sky out of hosiery quotas for its distributors by first telling them how much they are *supposed to sell*—and then following that up with periodic reports on results. For example, a certain distributor serving a market of 9,743,788 people in Illinois, Wisconsin and Indiana has a trading area (according to the *Survey*) representing 7.27% of the national population, and 8.86% of the net purchasing power. Jamison makes a rough average of these figures and comes up with 8% of the mill production which



"Migration" of millions to the suburbs is one of the *dynamic pressures* at work *forcing* a huge increase in living standards

Americans *can and should* be living 50% better *within 10 years*

Will *your* business keep pace with this growth?

BY 1967 the Nation's *productive* ability *can and should* grow to more than $600 billion annually.

This increased production will be possible *only* if Americans in 1967 are buying at an annual rate 50% higher than they are buying today.

Is this huge increase in living standards possible?

It is much *more* than just a possibility. Such an increase is being *forced* upon us by dynamic pressures *now at work* in our economy—

• **Population growth.** We are adding the equivalent of a city the size of *Providence* to our population *every month*, but increases in population in the next ten years will take care of *only about one third* of the needed growth in consumption.

• **Increased income in millions of families.** In 1950 only 12 million families had incomes over $4,000 after taxes. By 1956 there were 26 million. By 1960 this group may have grown *another ten million.*

• **Rise in discretionary spending power.** (This is the part of income available to save or *spend* for better living.) DSP is six times as great as 1940—could grow another 70% by 1967.

• **Decline of debt in relation to production.** Private debt dropped from 176% of a year's production in 1930 to only 98% in 1956 . . . corporate long-term debt from 56% to 23%.

• **76% more children under five than in 1940** . . . 68% more in the 5-9 age group. These increases will put added pressure on schools, on housing, on food requirements, etc. In 1960—*a result of the "baby boom" of the 1940's*—there will begin a rapid increase in the number reaching 18. This promises a record growth over the following 15 years in new families, new births.

• **Rise in the education level of our people.** 98% more high-school graduates in population than 1940.

• **New attitude toward family life**—with bigger families, suburban living, resurgence of religion.

• **Rise in the number of women workers.** 46% more than in 1942.

• **Increase in obsolescence of dwellings**—more than 50% over 30 years.

• **Rise in the number of motor vehicles.** Twice as many vehicles as in 1940.

• **Change in residence by 156 million persons** between 1950-55—equivalent to nearly the entire population.

• **Change to suburban living.** Of the 14 million net growth in population since 1950—83% was in suburbs.

These pressures—singly and together—make for increased *consumption.* Consumption is the master key to continuing and increasing prosperity.

However, it will take time for the mass millions who are moving up the income scale to learn to live better. People do not change the habits of a lifetime overnight.

. . .

In the case of *your* product—can this time lag be *cut down?*

The J. Walter Thompson Company has made broad studies of ways to speed up the development and expansion of markets. We shall be happy to discuss these studies with you if you will write or call the J. Walter Thompson Company office nearest you, or write 420 Lexington Avenue, New York 17, New York.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami and principal international markets

this distributor should sell. Then they keep him posted on monthly shipments by dozens, while giving him at the same time percentage of mill production that these shipments represent.

d. Avoid Inventory Dislocations

The Radio Corporation of America finds that the *Survey* permits them to put "a price tag" on any given market, and enables them to so allocate merchandise to distributors as to avoid inventory dislocations. "Our secondary use is that the figures serve as a standard for performance where no industry sales to dealer information is available. Your data serve as a yardstick to point up weak spots.

"We use your data extensively before we make any alterations in our distribution network. When we speak of a 1% market, for instance, we are referring to your *Survey* figures. To summarize: we determine market potentials, we map sales areas, we study metropolitan areas, we set sales quotas, we plan distribution and we locate sales soft spots—all from the data showing in the *Survey of Buying Power.*"

e. Help for Low-Priced Products

It's not just the makers of high-ticket items who find sales-quota help from the *Survey.* Mars, Inc., famous makers of candy bars, uses the *Survey* for setting sales potentials, and "this leads to the establishment of sales quotas and the study of metropolitan areas. We have our own correlation study with *Survey* figures; it would be a major project to reproduce on a county basis the information provided in your book."

f. A Two-Way Check on Potentials

Some marketing organizations use the *Survey* and no other figures to study potentials, but in some industries it is possible to match these against industry figures. At Calvert Distillers, for example, the *Survey* is used as one factor to determine whether a territory is producing up to par. (1) They apply known industry consumption figures against *Survey* population estimates to find the amount of liquor consumed per capita in an area. (2) Then they determine the amount of the market held by Calvert. (3) Next, they take the *Survey* "Buying Power Index" to determine whether or not each sales territory is obtaining its full share of the business. Thus they have a check of both actual and potential business—what the territory *should* produce on the basis of its population, total retail sales and income, and what it *does* produce.

Similarly, Gooderham & Worts, Ltd., determines the potential of wholesalers in "open" states from *Survey*-indicated buying power, and "we compare county potential with state potential to discover if each wholesaler is obtaining his share. We can then spur our wholesalers after this proven potential."

Several of the motor companies also use a two-way check, using the *Survey* potential and also registration figures for their own and competitors' cars.

g. Quota Setting for a Non-Consumer Product

The Strathmore Paper Corp. uses *Survey* figures in combination with Government and industry figures in assigning quotas. They rank the 86 cities in which they sell against population and income figures from the *Survey* and assign quotas based on averages of "% of Effective Buying Income" (from the *Survey*), data from the Government's commercial printing Census and figures compiled by the National Trade Paper Association.

2. SELECTING THE RIGHT MARKETS

a. Picking "Live" Counties

In selling TV sets, a major manufacturer finds the market spotty—as to good markets where there are good stations with good programs. They pick counties which are seemingly "live" in that they fall into the framework mentioned above. To these counties they apply a three-month moving average (sales for the last three months, dropping the fourth month past as new figures become available). These sales are then compared with all-industry sales and with potentials as revealed by the *Survey* and:

(1) A decision is reached on *how much* advertising to do in the area.

(2) The total is then broken down between newspaper and air advertising.

(3) Point-of-sale items are allocated on the same basis.

If distributors want more support than is indicated as proper by this method of figuring, they have to pay for it themselves.

b. Selecting the Quality Markets

Especially valuable to the makers of products which are "postponable purchases" is the "Quality of Market Index," when used in conjunction with the "Buying Power Index." A watch company, for example, is looking for high discretionary buying power; it doesn't find it in the backward and depressed counties and cities but by studying the *volume* potentials in the column, "Buying Power Index," and then checking against "Quality of Market Index," it can spot the areas which are worth especially intensive cultivation. One of these companies, for example, singles out those counties which have .2500 or more under "Buying Power Index" and a Quality Index of 120 or higher.

Similarly, Chrysler finds the Quality of Market Index "amazingly" accurate. Counties ranked 90 or above absorb the most cars per 1000 families, and county ratings in excess of 100 are almost sure to mean increased opportunities for the higher-priced De Soto, Chrysler and Imperial models.

c. Selecting Test Markets

A Chicago agency executive says, "No other source is anywhere near as helpful for selecting test markets." Typical cases: they selected the Hartford, Conn., area for a coupon campaign, sending a mailing to every rural boxholder, after mapping out the campaign. . . . For a new line of canned meats, investigators were employed, the number based upon *Survey* data, to question users as to how they liked the product. . . . The *Survey* helps them to develop, control and test markets in comparing old and new products.

The New York agency, Lennen & Newell, used a heavy spot radio campaign in two cities and compared results with sales in two other cities selected from the *Survey* as being similar in size and character.

In another New York agency the SM researcher reports, "In test city campaigns they start with 20 cities selected from the *Survey.*" In another agency, he reports, "the *Survey* is often used to set up test cities, since no test campaign should be planned *without knowing the relative levels of buying power.*"

d. Spotting Retail Weaknesses

Argus Cameras, Inc., division of Sylvania Electric Products, Inc., watches all major marketing areas, comparing sales with potential figures as derived from the SBP and with sales for previous year. "This study may lead us to more concentrated coverage by our salesmen of accounts which show declining sales, or if results in a city indicate weakness against our national average of the particular type of *outlet,* we may attempt to find new outlets to bring sales up to par. For example, this may mean the addition

The Saturday Evening Post announces a new rate base:

5,200,000

A circulation base increase of 350,000 effective Oct. 5, 1957

The Post means performance! And here's one aspect of this performance—circulation. Right now, today, the Post is delivering an undiluted bonus of over a quarter of a million copies to advertisers. This is happening issue after issue.

The new circulation rate base of 5,200,000 for October is the result of this performance. At the newsstand, the Post leads, selling 60% more copies week after week than the next general weekly. And, of equal interest and importance, the Post's full-rate subscriptions (81% of total subscriptions) are by far the highest in the field.

The Saturday Evening Post continues to grow through its own natural strength as America's best-read, best-liked general weekly magazine. America reads and believes in the Post.

The Saturday Evening POST

A CURTIS MAGAZINE

America buys the Post

of credit jewelers, who are playing an increasingly important part in our distribution."

Even the most aggressive marketers of low-priced, quick-consumption products have their weak sales areas, and Colgate-Palmolive uses the *Survey* for intensive study of specified areas, such studies leading to possible changes in representation or to more intensive advertising.

e. Adjusting for Unworked Territories

Not every manufacturer operates in all counties of the U.S.A.; he may be a regional distributor or there may be peculiarities about his business which automatically eliminate certain territories from consideration. For example, temperatures are controlling factors in the sale of men's gloves and the Daniel Hays Co. has no market in some of the warm southern states. Such a manufacturer, to make practical use of the *Survey* figures, must find out the percentage of retail sales (or population or Effective Buying Income, or whatever factor he is using) represented in these impossible markets. Let's say it is 30%. Then the states representing the other 70% are, in actuality, 100% of his market and New York, for example, with 10.2926% of the retail sales of the entire country in 1956, would have 14.7087% of his *real* market.

f. Income Distribution

For products where variation in family incomes is important, the percentage distribution of incomes (5 groups) may be the best clue to market receptivity.

3. GETTING MORE FROM THE ADVERTISING DOLLAR

a. General Alignment of Sales and Advertising

Executives of Earle Ludgin & Co., Chicago advertising agency, say: "When you have a budget, and have to get results under the budget's limit, you learn how to spend the money you have. The *Survey* helps you to pick your market. You can say 'these are good markets.' You learn to say 'we can get in here' or 'we'll have to bypass this area.' The company sales manager must sit down with the agency account man and figure it out together. Through the *Survey* you can spot where sales *could* be good. And that's something you'd better find out."

Through working out accurate potentials and relating them to actual sales, the company and the agency can figure out:

1. Spots where the company is getting its fair share or more of the market.
2. Spots where the company is getting less than its share.

With a knowledge of sales vs. potentials the company then can apply extra pressures intelligently.

The *Survey* is used often in combination with other data. One agency reports using data for a carpet company as furnished by the Carpet Institute plus potentials derived from the *Survey*, and a consequent widespread realignment of media allocations in various territories.

Another agency man reports that their recommendations on local media have been greatly simplified through the *Survey*. They appraise the specific markets in which a client is interested. Alongside each city name they put the "Buying Power Index" for the Metropolitan Area (usually by complete counties). They total the percentages and make the total represent 100. Then the percentages are recomputed and if on that basis a city area is down for 5% of the total potential, it receives 5% of the advertising dollar.

b. Breakdowns by Metropolitan Areas

An agency head says, "We use the SBP on every account, not only for market selection, but also for media buying purposes. We break down the media by Metropolitan County Areas.

". . . *Survey* data serve as a bridge to connect three islands: (a) media, (b) the sales department, (c) the advertising department. We must know the market is there, if the people are there at the price, and if the sales department is willing to take it at the price."

In the Chicago branch of a large New York agency an executive says, "We use the *Survey* not only for markets but for comparing one medium with another. We use it to ascertain the weakness of one medium in a certain area and then try to offset this weakness by buying complementary media. For example, one magazine may be weak in an area, another strong. We use ABC circulation figures to correlate with the market data in the *Survey*. We likewise correlate with the best available radio and TV figures."

c. Best Type of Media?

At the C. J. La Roche Company a client wished to determine which *type* of media would be best for him.

"They wanted to know, whether sales of their line—a quality product—were concentrated in large cities or distributed proportionately and not concentrated. We found in the store-type data that sales were proportionate to city size, not concentrated. This led to the decision to use magazines."

In the same agency an executive told SM, "Without the *Survey* I would not be able to do a competent and adequate job of media recommendation. I am using it right now, for example, to get sales potentials of certain states. I will then choose the 100 best cities in those states and determine whether or not the media allocation is proportionate to sales potential in each of the cities."

At Foote, Cone and Belding officials took from the *Survey* the counties most important in drug sales. Then, using other data, they chose from these counties those showing the greatest frequency of the common cold. Advertising was then planned to give greatest concentration in those areas where greatest over-all potential was combined with the special interests of that particular client.

d. Merchandising Advertising

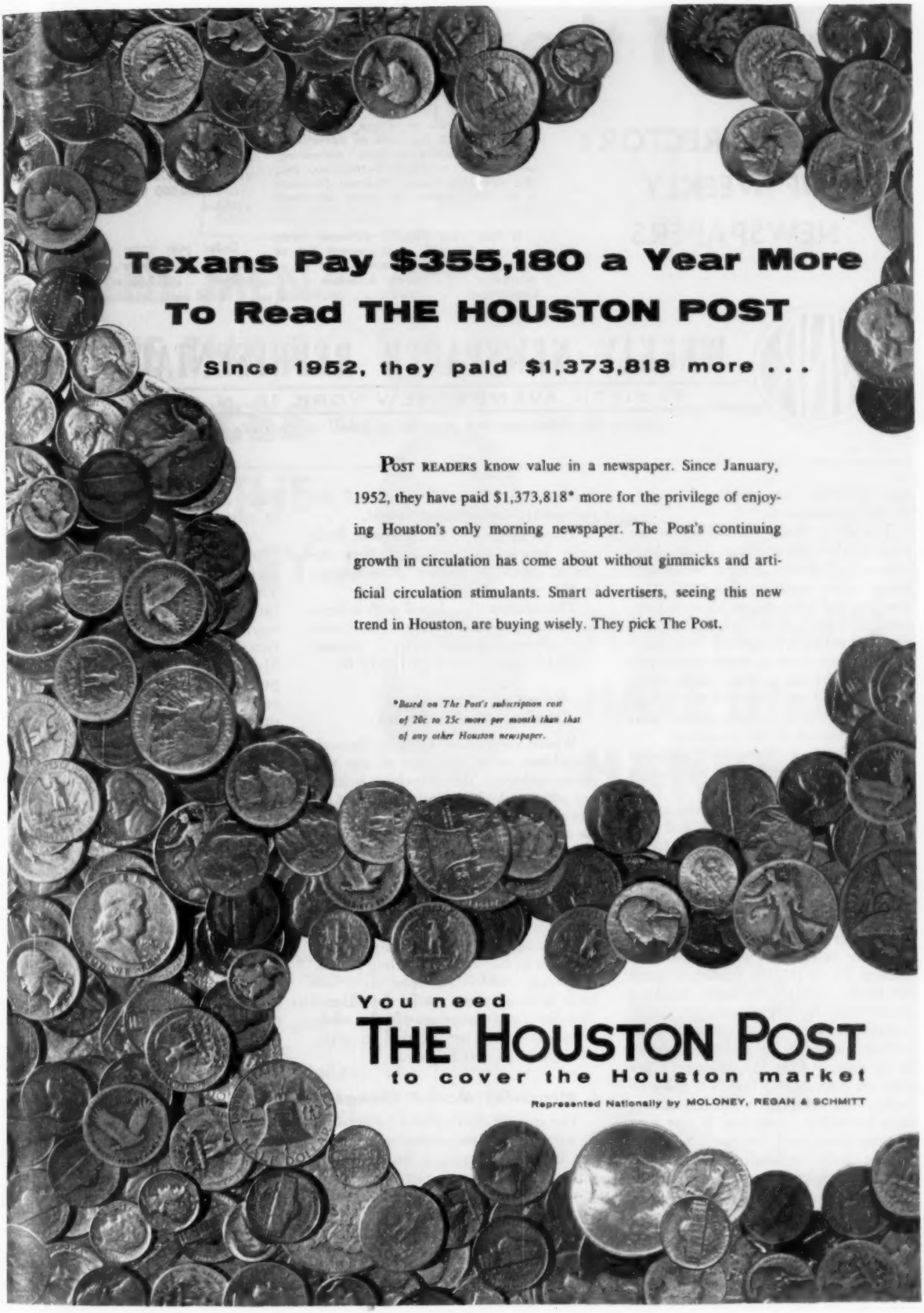
Many manufacturers—or their advertising agencies—prepare for the salesmen county-by-county analyses showing such factors from the *Survey* as total population, number of families, retail sales, Effective Buying Income – alongside county circulation figures of the company's advertising.

e. Checking Against Media-Supplied Figures

A Kenyon & Eckhardt executive says that "media figures are almost always checked against the *Survey*," while another agency executive with 25 years of media-buying experience reports, "One of the greatest aids to intelligent space buying developed during my time is the *Survey of Buying Power*. Today nearly all of the important newspapers and magazines use *Survey* data in their presentations and so we have two *solid* standardized sources quoted in the data supplied, those being the Audit Bureau of Circulations and the *Survey*."

f. Applying Pressure Where Most Needed

Colgate-Palmolive is a large user of so-called "national" media and has only a modicum of control over the territorial distribution of such expenditures. They use local media to buttress the "national" campaigns. For each of their products potential maps have been developed from *Survey* figures, supplemented with certain factors of their own. The potential is compared with actual sales and local


Texans Pay $355,180 a Year More
To Read THE HOUSTON POST
Since 1952, they paid $1,373,818 more . . .
POST READERS know value in a newspaper. Since January, 1952, they have paid $1,373,818* more for the privilege of enjoying Houston's only morning newspaper. The Post's continuing growth in circulation has come about without gimmicks and artificial circulation stimulants. Smart advertisers, seeing this new trend in Houston, are buying wisely. They pick The Post.
*Based on The Post's subscription cost of 20c to 25c more per month than that of any other Houston newspaper.
You need
THE HOUSTON POST
to cover the Houston market
Represented Nationally by MOLONEY, REGAN & SCHMITT

"Just off the press"...

$15,000 DIRECTORY OF WEEKLY NEWSPAPERS

It cost us $15,000 to produce. It's yours for $10.00. So, if you work in the most important functions of advertising, marketing, media analysis, estimating, sales, public relations, distribution, etc., this new 37th *Annual National Directory* is the *only source* for many important facts.

It lists *over 125,000* different items . . . is the *only most current list* of *approx. 8500* weekly newspapers . . . addresses . . . county locations . . . circulations . . . rates . . . mechanical requirements . . . publishers' names, etc. *Market-wise* it contains population figures, state and county maps, retail sales, etc., applying to 85,000,000 consumers in the under 10,000 population places where over 18,000,000 homes demand and read weeklies.

Order your copy now . . . supply limited . . . there will be no second edition . . . $10.00 each while they last . . . send order, check or money order to

WNR INC

WEEKLY NEWSPAPER REPRESENTATIVES INC.

402 FIFTH AVENUE, NEW YORK 18, N. Y. PHONE BRyant 9-7300

Serving the Advertisers and Agencies in behalf of America's Weekly Newspapers

appropriations are predicted largely on the comparisons.

The H. J. Heinz Co. mobilizes for mass markets by splitting its products into a half-dozen groups, with each group sales manager functioning as the "general manager of his own business." These group managers are charged with keeping their own products moving—even in competition with the other Heinz group. Each works on a sales potential arrived at through a combination of *Survey* figures plus past experience of the company.

Sometimes a company prepares these comparisons; some companies turn area sales figures over to their advertising agencies for comparison with SM's *Survey* potentials, and special advertising is appropriated to fill in the gaps.

The full effect of magazine and network radio and TV cannot be realized unless the company does a bang-up job of merchandising its campaign to its own salesmen, wholesalers and dealers. To do this the "national" must be made "local," through breaking grand-total figures down to states, counties, cities. A distributor may be yelling for more help. The company or its agency uses the *Survey* to get data on population, families, sales or income for the distributor's territory, then takes the circulation in the area of magazines used (or the local radio outlets of the network program) and sets these down against the distributor's market.

g. Is Fault with Salesman or with Advertising?

When Toni sales fall below potentials indicated in the *Survey*, the company makes an examination of two factors—their own salesmen and the competitive advertising weight.

When Cooper's, Inc., Kenosha, finds sales below SBP potential, they increase sales promotion expenditures in the weak area.

The Anahist Co., faced with a similar below-potential problem, increases the advertising—but only if income (E.B.I.) figures seem to justify it.

h. Handling Franchised Dealers or Producers

Where companies operate through franchises, as in the case of the soft drink industry, the franchise holders are often asked to contribute part of the advertising expenditure. This may be done on a case or unit basis, based on actual production and sales—or it can be tied in with potentials. One advertising agency writes, "We are faced with the task of allocating advertising expenditures of national and local campaigns to company-owned, and also to franchised, bottling plants. This just couldn't be done on a fair basis with sales and media data alone. The *Survey* gives us exactly the additional data that are needed to make each plant pay its fair share."

i. Measuring Market Changes

The current *Survey* may be used on its own or in comparison with previous issues. At Young & Rubicam, for example, officers are interested in the *measure of change*, and find the continuing *Surveys* a valuable measuring rod. An area may continue relatively large, but still not keep up with its former rate of growth or with other areas; another may be bounding ahead. Knowledge of such factors makes possible a more intelligent application of advertising.

At United States Rubber "the *Survey* is used to set sales quotas and as a guide to finding changing markets. The *Survey* indicates where to look for the greatest increases in sales and buying power. The columns on Effective Buying Income and Quality of Market Index are both used for the purpose. The 'Buying Power Index' column is used in the setting of quotas for distributors."

4. USES THAT CAN'T BE PIGEON-HOLED

a. Routing the Sales Force

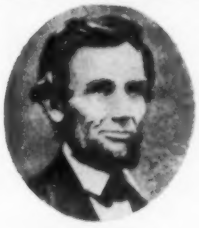
Sales costs can be lowered and efficiency increased, if wasteful or useless travel is eliminated. One sales manager reports that in an Iowa territory he discovered by plotting *Survey* potentials against reported travel time that his salesman was spending 15% of his time in cities that produced 75% of his business, and 85% of his time in the "thin" and "dead" areas which were good for only 25% of his volume.

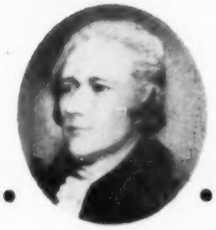
b. Marketing a New Product

When a company puts out a new product for which it has no comparative data in its files, or for which there are no association or Census data, the *Survey* can be used as the sole basis for estimating potential sales, but it will have to be done on a trial-and-error basis until experience indicates the factor or combination (such as families, total sales, sales of a store-type, or income) with the highest correlation.



"THE MEN HAVE THEIR **FACES** ON THE MONEY....







...*But* THE WOMEN HAVE THEIR **HANDS** ON IT"

—Ivy Baker Priest, Treasurer of the United States

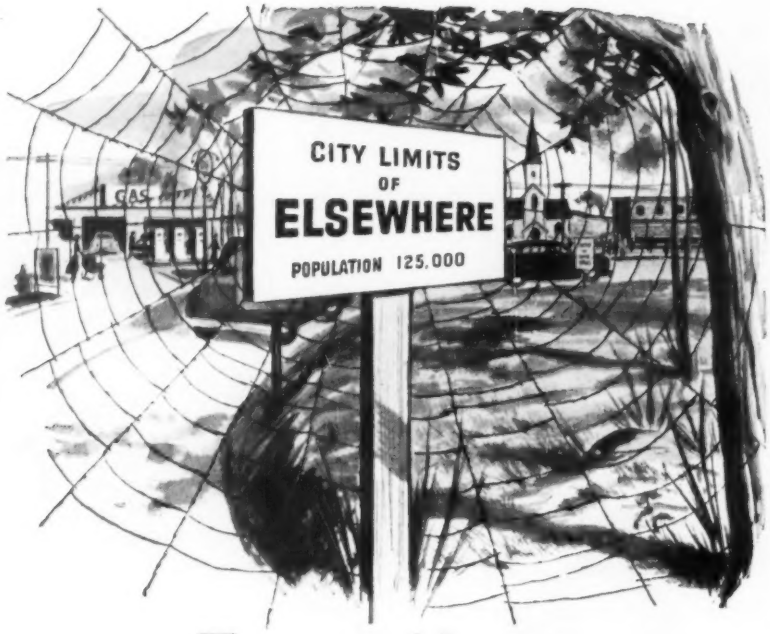
Women do 80% of today's spending. Manufacturers, distributors and dealers all realize the necessity of aiming their sales pitch at women...of sending their advertising *into the home*, where women as well as men respond.

New York's best advertising buy for products women buy is the Journal-American. The Journal-American, for example, has carried far more retail food advertising than any other New York newspaper for 14 consecutive years. And it publishes more fashion news...more day-after-day features which women find must reading. The Journal-American goes into many more homes, to many more women, than any other New York home-going evening newspaper. Looking for volume women customers? The Journal-American is the best buy for *you*.



Journal NEW YORK American

Represented Nationally by Hearst Advertising Service Inc. Offices in 15 Principal Cities



There need be no
"neglected market centers"

IF YOU GET ACB RESEARCH SERVICES

Daily newspapers are published in 1,393 market centers and ACB reads every advertisement published in them.

The U.S. is big. The cities widely scattered. The ads of merchants featuring your brand and/or competitive brands are hidden from you unless you receive an ACB Report.

The usual ACB Report is about the size of a schoolboy's tablet. You can highspot it in a few minutes. When studied by salesmen, salesmanagers, advertising departments and agencymen, it reveals a world of potent indications for increased sales. Here are 3 out of 14 ACB Services.



RETAIL STORE REPORTS

Provide accurate check-up of dealer tie-in advertising covering your own or competitive accounts. A widely-used service for determining sales policy and directing salesmen's efforts. Reports can show linage; cost of space; city; publication; sales territory; dealer name; product and price advertised; mats used; totals and percentages. ACB Reports are better than 95% accurate.



TEAR SHEET SERVICE

Tear sheets are the basis of all research in newspaper advertising. ACB can furnish tear sheets containing advertising of any specified dealer or national advertising. ACB tear sheets are complete pages and show position, full headline information, etc.



UNDUPLICATED COPY SERVICE

Keeps you posted on new sales ideas, copy themes, premiums, new advertisers, etc. You specify the kind of advertising you wish to see if, as, and when it appears. ACB will "spot" it and send you tear sheets. Covers all dailies in the U.S.

ADDITIONAL SERVICES: 11 additional services are available. Described in ACB Catalog sent free on request, or contact nearest ACB office.

ACB

The **Advertising Checking Bureau, Inc.**

New York (16) 79 Madison Ave. • Chicago (3) 18 S. Michigan Ave. • Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave. • San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

c. Quality of Market Index

One of the largest distillers reports that his problems on one brand are quite different from the others. For his low-price brands, "Buying Power Index" is most valuable, but on his first-line brand, the Quality of Market Index (last column in the sales tables) is his key to most responsive markets. Also consider income distribution columns as a guide.

d. Determining Weighted Sales Potential

The "Buying Power Index" is a weighted figure (5 points E.B.I., 3 points retail sales, 2 points population) which has been found satisfactory by the majority of manufacturers who supply articles which might be labeled "comfort" or "luxury" items. To those who make low-priced mass-consumption articles, the factors of total population and retail sales volume in specific store categories take on added importance. A large food company, for example, assigns 4 points to population, 4 points to food store sales, and only 2 points to Effective Buying Income. The U.S.A. percentages which are not shown in the *Survey* (store categories) may be computed by the subscriber or are available from Market Statistics, Inc., 432 Fourth Avenue, N. Y. C. 16, N. Y.

e. Food Business Quotas

Many companies develop their own potentials from *Survey* data instead of using the "Buying Power Index" column. At Kraft Foods Company, for example, a department head reports, "We use SM's figures, weighted Food Store Sales 5 points, Effective Buying Income 3 points, Population 2 points."

Media decisions for Reid and Murdock are based upon detailed maps which show counties in green where food sales are above average in dollars; blue 65% to 99% of average; red and brown, far below average. In top counties, families spend upwards of $1000 annually for food, in poor ones less than $300.

f. Deciding on New Branches

The Miles Shoe Co. reports that the *Survey* is used both by the Sales Department and the Real Estate Department to determine whether or not a town warrants a Miles store.

The United States Rubber Co. uses the *Survey* often in the planning of locations for new plants or distribution branches, in addition to choosing distributors according to a logical pattern.

Other representative companies us-

ing the *Survey* to locate new sales branches or factories include Columbia Records, Inc., General Electric Co., Lamp Division, Conmar Products, Inc., Wheeling Corrugating Co., Nesco, Inc., Nash-Kelvinator Corp., Hood Rubber division of B. F. Goodrich Co., Celotex Corp., Sears Roebuck & Co., Prudential Life, Fedway Div. of Federated Department Stores.

Pabco Products, Inc., often uses the *Survey* to determine the extent of the market which would be served profitably from a proposed new industrial location.

g. Setting Up Panels—Surveys

In any survey operation it is most important to be sure that it is representative. Many of the *Survey* data are used by professional research organizations, agencies and manufacturers to properly weight their samples according to geographical location, income, sales, etc. The R. T. French Co., for example, reports two major uses of the *Survey:* (1) in the establishment of sales boundaries and (2) as the quota sampling bases for the geographic and population density characteristics of their national consumer panel.

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TO SERVE YOU



National advertising campaigns originate in certain widely-defined and strategic points right across the map. It is significant that The Branham Company has offices at every one of these creative centers with service and personnel geared to both the immediate sector and the national picture.

Branham-men are seasoned advertising counselors. Market and media-wise they are in constant *daily* contact with all factors that develop national advertising policy and campaigns. Branham is a *sales* organization representing leading media and serving agencies and national advertisers. Branham-men work closely with field representatives, distributors, dealers, with every source of advertising.

We welcome the opportunity to serve you.

THE BRANHAM COMPANY

- NEW YORK
  99 Park Ave.
  Murray Hill 2-4606
- CHICAGO
  360 No. Michigan Ave.
  Central 6-5726
- DETROIT
  General Motors Bldg.
  Trinity 1-0440
- DALLAS
  Fidelity Union Life Bldg.
  Riverside 8-5831
- ATLANTA
  Rhodes-Haverty Bldg.
  Jackson 2-3025
- CHARLOTTE
  Liberty Life Bldg.
  Edison 2-8839
- ST. LOUIS
  Title Guaranty Bldg.
  Chestnut 1-6192
- MEMPHIS
  Sterick Bldg.
  Jackson 6-2344
- MIAMI
  496 N.E. 29th Terrace
  Franklin 9-4685
- LOS ANGELES
  6399 Wilshire Blvd.
  Webster 1-1551
- SAN FRANCISCO
  703 Market St.
  Yukon 2-1582

The Science of Setting Sales Quotas

The availability of Survey of Buying Power data on IBM cards has, over the past seven years, greatly facilitated the analysis of markets for setting distribution and advertising quotas. Dr. Jay M. Gould, Research Director of the Survey, and Managing Director of Market Statistics, Inc., summarizes below typical problems and solutions that can now be conveniently handled with these new punch card techniques. In the past year the application to marketing problems of the large tape computers, such as the Remington Rand Univac and IBM "705," has greatly extended the degree of refinement and sensitivity with which sales data can now be mechanically analyzed.

The market data on counties, cities, states and areas published in the *Survey* are the raw material from which one can prepare sales potentials for the entire range of consumer goods and the services and for many industrial products. We use the word potential to represent not the actual sale of any given commodity but rather a theoretical sale that would result from a normal amount of sales effort if all relevant economic factors were in "normal" operation. In this sense the potential is a reflection of the economic resources of an area.

How Potentials Are Used

The three main factors entering into the determination of consumer goods quotas are population, income and sales. The population factor can be expressed alternatively as families or consumer units, as a measure of the number of potential customers. Since customers need income in order to qualify as "effective" buyers, information on their average income is useful. Finally, in order to consummate a retail sales transaction, a retail outlet is necessary, hence the inclusion very often of an actual sales factor in many indexes of buying power.

The key problem of the sales manager is to determine whether actual sales in a given area equal, exceed or fall short of the potential volume available to him, as indicated by some objective indicator. The decision he must make if, for instance, his actual sale falls short of potential is of course another problem. What might be a reasonable decision for one manager, or for one area, might not be suitable in other cases.

From time to time we have queried sales managers on this point and have found an interestingly wide range of differences in current practice. For areas falling short of potential some sales managers feel it hopeless to "buck the tide" and will therefore prefer to concentrate the bulk of their promotion and sales effort in areas where they are already in a strong competitive position and ahead of potential, thus following what is in effect the line of least resistance. This may bring a quick return, but in the long run the net effect of such a policy is to contract their market. Such a course of action would not be followed by those seeking the broadest possible national distribution, i.e., the maximum volume of sales.

But to return to the problem of establishing sales potentials. Once the theoretical potential is determined, the sales manager may then set his sales quota, which will differ from the potential in that it will reflect a necessary subjective judgment on the part of the sales manager who has an intimate working knowledge of his sales force. For an area whose present sale is far below potential, it may prove psychologically demoralizing to set the quota at the level of the potential, so some compromise may be necessary. On the other hand, it may sometimes prove desirable to set a quota far above the level of the potential to serve as a spur to particularly good salesmen. Though the concepts of "actual" sales, "sales potential," and "sales quota" are often used interchangeably, it is useful to bear in mind these distinctions. Our discussion below is wholly concerned with the establishment of "potentials."

Setting Potentials

Take the problem of a sales manager distributing a new product, for which there is no previous sales experience. He wishes to establish sales potentials, let us say, for Area A as against Area B. The problem can be reduced at this stage to one of relative proportions—to establish for each area percentages of sales total which can later be fixed for the company as a whole.

If area A has twice as large a population as Area B, does it follow that its sales potential will be twice as large? The answer might be yes if the product were a low-priced staple commodity with a mass appeal.

The Population Factor

The sales of table salt might be expected to follow the distribution of population, for there do not appear to be any economic, social, or climatic differences that would introduce regional variations in per capita consumption of table salt. But for many other staple goods, other economic factors may come into play where differences should be allowed for in per capita consumption. Per capita consumption of bakery products in two areas may differ because of differences in the age distribution of the population of the two areas, in average family size or in climate, making for variations in per capita bread consumption. Such questions should be raised, though it may be decided that such differences are small enough to be ignored.

The point to be stressed is that the existence of wide variations in per capita sales leads to the search for some other market factor or factors that will help predict or anticipate these variations.

The Income Factor

But suppose the product under consideration were a relatively high-priced food, whose appeal would be expected to be greater in an area having a higher level of income. Then it can be argued that area potentials should bear the same relation to each other as area population weighted by the average per capita income. This is mathematically equivalent to saying that the area potentials are in the same proportion to each other as the area incomes. In other words, if Area A has twice the income of



YOUNG & RUBICAM, INC. *Advertising*

Area B, it should have twice the bread potential.

We have noted only two of the many possible significant factors—population and income—in accounting for sales variations in a wide range of consumer products, although we can show that these are, generally speaking, the most important. A large number of factors can be accounted for if the technique of multiple correlation is employed.

The multiple correlation technique is designed to measure the statistical importance of any particular factor in "explaining" why actual sales vary from expected or "potential" sales. If a set of factors is adjudged to be significant enough for inclusion in the analysis, the correlation procedure will yield some system of weights to be assigned to all significant factors in arriving at a "potential" sale.

That population and income are of great importance in evaluating the sales potential of an area follows logically from the fact that all consumer goods can be considered to have varying degrees of attractiveness to consumers, depending on their income status. At one end of the range are the low-priced "necessities," the demand for which depends mainly on the number of consuming units. At the other end, are the relatively high-priced "luxury" goods, the demand for which will vary in relation to the income status of the prospective consumers. We would expect the regional distribution of the sale of Cadillacs to be heavily influenced by the income factor, whereas the income factor would be of relatively little importance in the regional distribution of table salt.

The early attempts of market researchers to adapt magazine circulation data for use in distributing sales stress the importance placed on the income factor. They assumed that the purchase of certain magazines might reflect the existence of a market of high "quality." Similar reasoning attended the use of regional data on residence telephones in use, income tax returns per 100 homes, and even the number of wired homes.

These expedients are no longer necessary. Income figures collected in the 1950 Census of Population provide a rich body of data allowing the area income totals to be distributed among income groups, as we shall show.

The Sales Factor

Another key factor in evaluating an area's sales potential is its degree of retailing concentration. A market potential depends not only on the number and character of its residents, but also on the number of consumers from outlying areas who through habit, accident, or necessity come into the market for specific types of purchases. This factor is of a fairly constant character and may be measured fairly accurately by the use of data on sales of retail outlets in the *Survey*, projected from the Census of Retail Trade. It underlines the importance of choosing a suitably defined sales area, a point we will discuss later.

The difficulty in using data on sales of retail outlets as an indicator of the demand for a specified product is that, except perhaps in such a case as the sales of gasoline service stations, the given product usually forms a very small proportion of the sales of retail outlets classified in many different ways. A typical drug product, for example, will be sold through outlets classified as drug, general merchandise, or food, and the total sale will include a host of products with divergent sales potentials.

For this reason, it is frequently more desirable to establish a potential for a commodity or service, not by sales estimates of certain types of outlets, but at least in part on the demand for that product as indicated by the number and income characteristics of its potential consumers.

In recognition of the importance of the population, sales and income factors, a formula devised many years ago by SALES MANAGEMENT has been found to offer reasonable area sales quotas for many consumer goods that are neither low-priced staples nor high value luxury goods, and that are sold through standard retail outlets. This formula assigns a weight of 2 to an area's percentage of total population, a weight of 3 to the area's percentage of total retail sales, and a weight of 5 to its percentage of total disposable income, to yield what we Call the Buying Power Index. Correlation analysis in which the sales of a given product are expressed as a mathematical function of so-called "independent" quantitative factors will yield weights similar to those employed in the SALES MANAGEMENT formula. If the analysis is to proceed to an investigation of all sales areas, it is desirable to limit the independent factors to those for which quantitative data are available for all counties.

The Buying Power Index is only one of many possible combinations of *Survey* data that have been devised to approximate market potentials. Experience is the only guide, since individual goods and services have their own particular characteristics. The examples below illustrate only some of the many different approaches. In all these cases, the punch card equipment makes possible the reduction to manageable proportions an otherwise insuperable job of tedious transcription and calculation.

To Evaluate Sales Performance

Before discussing specific industry applications, a word about the general use of IBM or Remington Rand punch cards for sales and promotion analysis. More and more companies of all sizes are increasingly adapting their accounting procedures and sales records to punch card equipment. This offers many new opportunities for evaluating sales performance. If a sales figure for an area or a product is expressed as a percent of the company total, comparison with some objective indicator of the potential, also expressed as a percentage, will draw immediate attention to the area or product for which sales are significantly greater or less than potential.

We reproduce actual IBM layout cards on page 49, indicating the number and diversity of market factors underlying the data in the *Survey* which can be reproduced for special analyses. IBM cards contain 80 columns which permit including on a single card information on company sales, codes to identify the area (which can refer to states, counties, cities, metropolitan areas, or any combination thereof), alphabetic description of the area, plus as many as six or seven of the market factors most applicable to a particular product.

After a sales manager, or market research head, has decided which factors are of chief concern to him, he can take a set of county cards containing this information and rearrange them to conform to his sales areas, based on the county-by-county definition of each area. The cards can then be run through an IBM listing machine, to yield potentials, subtotaled for each area, which can be compared with actual sales.

The selection of market factors for any particular product depends in great measure on what economists call its "elasticity of demand." In simple terms—the degree to which its appeal is that of a low-priced necessity or high-priced luxury item or service. For products with a mass appeal, population would receive most weight. Luxury-type products would give most emphasis to income and within income, to those groups falling into the higher income brackets. At the same time, retail sales should also receive some weight, because an area may have both consumers and sufficient income, but the demand will not be effective unless there are sufficient outlets to realize the sales potential.

Modifications of "Buying Power Index": Products with Mass Appeal

The principle of using population, sales and income as the basic three factors (as in the Buying Power Index) can be used for all types of goods. A large food manufacturer regularly uses the *Survey* cards, giving a weight of 4 to population, 4 to food sales, and 2 to income (all factors expressed as percentages of U. S. A.). This type of formula, suitable for low-priced necessities, has also been successfully applied to such products as shoes, tobacco, work clothing, and drug products. In the past years, many large food processors have used *Survey* cards, with particular emphasis in the weighting, on population and food sales factors. A formula applicable to higher-priced products, used by a leading manufacturer of washing machines and other appliances, assigns a weight of 2 to number of families, 2 to sales of furniture, household, appliances-radio stores, and 6 to income (all expressed as percentages of U. S. A.). In this case families are substituted for population, as should be the case wherever the product is sold on a household basis, rather than to persons. Similar formulas have been successfully used by manufacturers of refrigerators, vacuum cleaners, sewing machines and ranges.

Products with Quality Appeal

For a wide variety of high-priced products, reliance on the income factor alone, no matter how heavily weighted, is not desirable because the income percentage is based on an aggregate. The total income figure for a county or city will include income for all classes, and frequently the contribution of high income families will be dampened by the income of low income groups.

For this reason, the income distributions underlying the income totals in the *Survey* (see card 2, page 49) offer far better indicators of potential for high quality products.

Most people do not realize what great variation exists in the distribution of high and low income families. Consider first Westchester, a well-to-do suburban county. Probably most people would estimate its demand for consumer goods at about six-tenths of one percent of the U. S. total, this being close to the Buying Power Index, which is the most widely used single indicator of demand. For low valued products, the population percentage would probably be used (.4364%) and for high value products the income percentage is commonly used (.6842%).

But Westchester has a much wider range of variation in demand. As seen in the table below, it has only .2587% of all consumer units, in the $0-$2,500 group, and this is a better indicator of Westchester's demand for such items, perhaps, as work clothes or oleomargarine. At the other extreme Westchester has 1.3568% of the nation's high income families (i.e. earning over $10,000 per year) so that this would be a better indicator of Westchester's demand for such items as Cadillacs, sport cars, etc. And since such well-to-do families in Westchester earn far more than the national average for families in this bracket, Westchester has 3.4242% of the total income earned by all families earning over $10,000. Thus Westchester's demand for extreme luxury products (e.g. diamond bracelets, paintings, Lincoln Continentals) is seen to be over 13 times as great as its demand for low value goods.

While Westchester offers perhaps the widest income variations of any county, even a typically average urban county like St. Louis has 1.4245% of the nation's top income and only .7622% of the nation's low income families, a variation of 186%. Another dramatic indicator of the wide differences in relative standings is the fact that while St. Louis is nearly three times as important as Westchester as a market for low value goods, Westchester is nearly two and one-half times more important than St. Louis as a luxury market. None of these facts could emerge from a mere comparison of the buying power indexes alone; such refinements in the determining of specific potentials require use of the data on income groups.

Even for goods geared primarily to middle income families, the income distribution data will often highlight the true market potential in areas dominated by other income groups. For instance, a large manufacturer of "high fidelity" phonographs in the price range of $50 to $150 has discovered through analysis that its prime market embraces families earning between $2,500 and $7,000, with the income groups at either end excluded. Using our county-by-county data on the number of families in each of five income groups, the company converted each group into a specific percentage of the U.S. total, and, with the counties thus analyzed by income distribution, was in a position to regroup them by sales territories and compare the results with actual sales percentages.

A typical southern sales area, for instance, would have 5.75% of all families in the 0-$2,500 class, 4.52% of the $2,500-$4,000 families, 2.25% of the $4,000-$7,000 families, 2.02% of the $7,000 to $10,000 families and 1.80% of the above $10,000 families. In this area, and indeed in most areas, the company found that its actual sales percentage corresponded most closely to the 2.25% figure, i.e., the middle income group. The fact that the area had nearly 4% of the nation's population was only half as important.

The marketing importance of income distributions can be summarized by this fact. The sales response to practically all goods and services, other than basic necessities, will bear some relationship to the income of the consumer. These relationships can be fairly easily determined by sampling surveys. A recent survey of life insurance ownership conducted by the Survey Research Center of the University of Michigan indicated that about 50 percent of all families earning under $2,500 were insured, whereas the percentage for families earning between $2,500 and $4,000 was about 80, and for families earning

ST. LOUIS COUNTY VS. WESTCHESTER
Comparison of Relative Importance

	Percentage of U.S. Total		*Ratio of Importance*
	St. Louis	*Westchester*	*St. Louis to Westchester*
Population	.8370	.4363	1.92
Net Effective Income	.9875	.6842	1.44
Retail Sales	.9266	.5394	1.72
Buying Power Index	.9401	.5911	1.59
All Spending Units	.9121	.4161	1.59
Spending Units 0–$2,500	.7622	.2587	2.95
Spending Units 2,500– 4,000	.8838	.3132	2.82
Spending Units 4,000– 7,000	1.0122	.4260	2.38
Spending Units 7,000–10,000	1.0506	.6470	1.62
Spending Units Over 10,000	1.0542	1.3588	.78
Income of Spending Units Earning Over $10,000	1.4245	3.4242	.42
Range of variation, high to low:	186%	1324%	



How to capture the thoughts about the idea — right now, with all the enthusiasm for it? Just have an Ekotape recorder at your session. Its simple operation makes it easier to save those enlarged ideas for accurate follow-up. Taping those word thoughts saves time in the meeting — no chance for missed impressions. Others not able to be at the original brainstorming still have the benefit of being there first hand because an Ekotape's faithful reproduction brings the original right back to life. Take the ideas — make out of them what you can — but let Ekotape save the ideas that maybe make the sale.

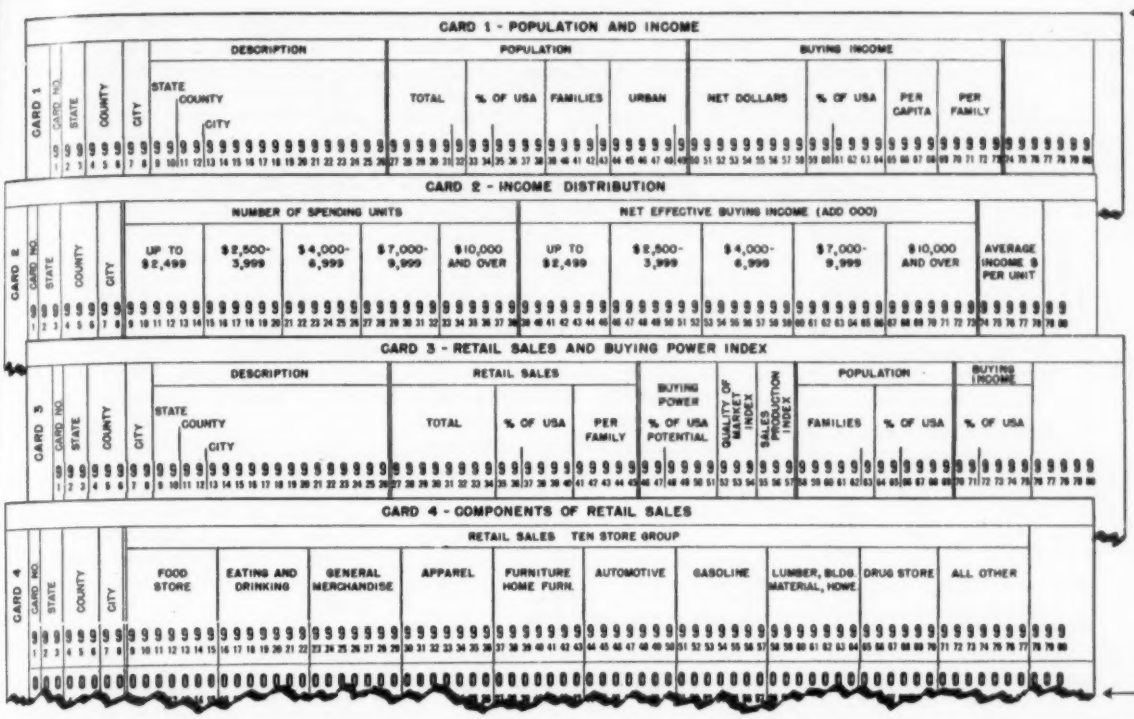
over $4,000, the percentage was about 92. These percentages could then be applied to the number of consumer units falling in each income bracket, to yield for each county a *theoretical* or *potential* number of units that should carry life insurance if the national experience were duplicated in each county. The life insurance industry could then determine, by comparison with actual numbers of persons insured in each county, which counties have as yet not tapped their full life insurance potential.

The same procedure can be followed on a company as opposed to an industry basis. The distribution of a particular quality brand of liquor could be established by setting up a system of graded weights on consumer units falling in each income bracket. In this way, a weighted potential can be set up for each county, expressed as a percentage of total expected company sales. This would highlight areas where sales do not reflect the full potential of middle and high income brackets.

Eventually, the results of the great Bureau of Labor Statistics 1950 study of consumer expenditures will be available, which will show the effect of income groupings on a wide variety of consumer expenditures for housing, fuel, housefurnishings, food, tobacco, liquor, clothing, medical care, recreation, reading, transportation and insurance. This information when applied to the *Survey* data on income breakdowns, will permit a great extension of our present knowledge of regional marketing patterns. (See "Now a New Way to Guesstimate Potential for 1500 Products," SALES MANAGEMENT, Jan. 15, 1956, pp. 60-63).

Urban Demand

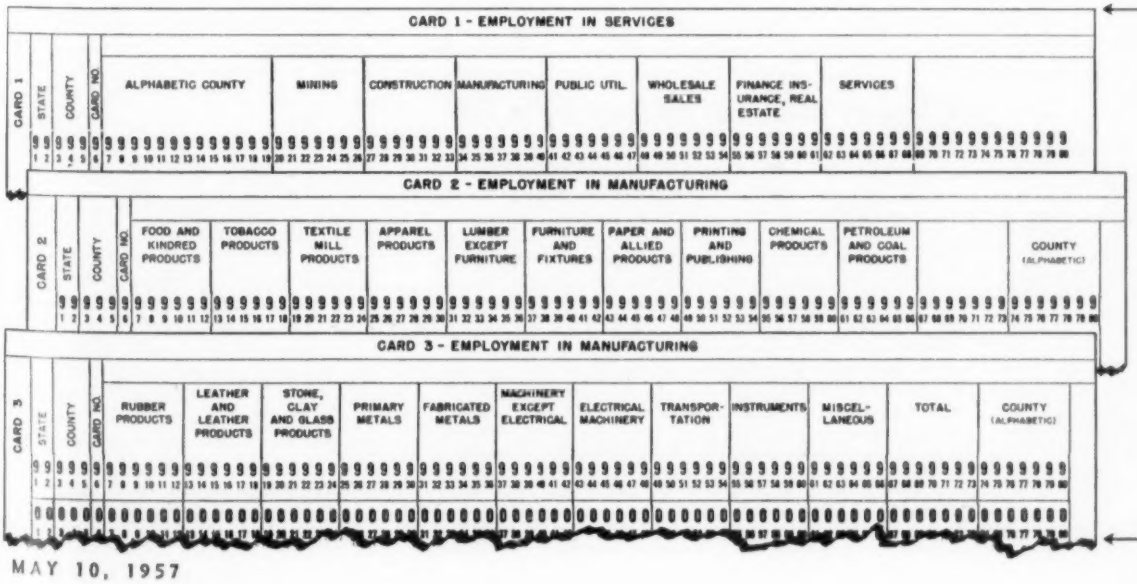
Consumer demand for a wide variety of goods and services seems related to the degree of urbanization of an area, as well as to other factors discussed above. Of two counties with equal population and income, the one that is more "urbanized" will have consumer expenditure patterns geared to a certain urban way of life—greater proportionate expenditures on consumer services in general, such as rent, recreation, personal services, insurance, and on such goods as fashion apparel lines, men's accessories, and jewelry. This fact suggests the desirability of constructing a special "Index of Urban Demand" which will give emphasis to this urban factor. This index is similar in structure to the Buying Power Index, except that for each county we use its urbanized population (expressed as a percentage



We show here the most widely used IBM cards underlying the data published in the 1957 Survey of Buying Power, which are available for the analysis of both consumer and industrial markets. The first set of four cards relates primarily to consumer goods. Card 1 offers basic data on population, families and income for the U. S., states, counties, cities and metropolitan areas. Card 2 offers for the same areas data on the distribution of income. In this card we show the number of spending units falling into each of five income classes. The sum of the income earned in all income classes is shown as "net dollars income" on Card 1. In addition there is a considerable body of data available on IBM cards not shown above.

The three industrial cards shown below carry data on employment in each of 28 industrial categories for every county in the nation, suitable for use in many industrial marketing problems.

In addition we have a fairly complete library of IBM county cards on many other factors not shown here, which are useful for market analysis: Number of TV Homes (January 1, 1957), Average Annual Percent Gain in Population, Average Annual Percent Gain in Retail Sales, Index of Urban Demand, Index of Office Demand, Index of Resort Activity, as well as many standard Census factors such as Distribution by Age Groups, data from the Census of Population, Housing and Retail Trade. Also available are cards showing back data from previous issues of the Survey of Buying Power.



of total U. S. urbanized population) in place of total population in deriving a weighted index of urban buying power.

As an example, a large manufacturer of high style belts, braces, garters and jewelry has constructed an index of urban demand by giving a weight of 3 to urban population, 3 to retail sales and 4 to income, all expressed as percentages of the U.S. After weighting these three factors we add them to arrive at the index of urban demand. The degree to which this formula steps up the potential for urban areas is illustrated below, for instance, for a rural and urban county in Alabama:

Percentage of U. S. A.	Autauga	Jefferson
Population	.0108	.3734
Urban population	.0040	.4629
Sales	.0038	.3612
Income	.0048	.3416
B. P. I.	.0056	.3538
Index of Urban Demand	.0042	.3639

Here the rural county—Autauga—having much less of an urban population (.0040% of USA total) than total population (.0108), therefore has an index of urban demand (.0042) which is 25% less than its BPI. Jefferson county, on the other hand, being heavily urbanized, has an index of urban demand which is 9% greater than its BPI. In this way the urban demand index will give a special boost to all urban counties, at the expense of the rural counties, totaling 100% for all counties in the U. S. This index can thus be used by all manufacturers and distributors who have felt in the past that for their products the BPI throws too much emphasis on rural areas.

Demand for Office Equipment

Manufacturers of office equipment have long been seeking a specialized county indicator of potential for their products. Census labor force data indicating the number of clerical workers by county have the defect that residence patterns on which labor force data are based do not coincide with employment patterns, as the New York metropolitan area so vividly illustrates. A correlation study of actual sales of office equipment revealed a high correlation with employment in finance, insurance, and real estate, with a weight of seven, (industrial card #1) and, rather surprisingly, with the Buying Power Index with a weight of three, after adjustments for special governmental areas like Washington, D.C. The index yielded by this formula offers a unique distribution pattern unlike any of the standard consumer indexes:

	Index of Office Demand (% of U. S.)	Buying Power Index (% of U. S.)
Manhattan County, N. Y.	12.718	1.663
Hartford County, Conn.	.919	.467
Washington, D. C.	1.447	.657
Cook County, Ill.	5.422	3.697

It is evident that the "urbanization" factor is most highly emphasized in the "Index of Office Demand".

Relation of Consumer Demand to Commercial and Industrial

Many manufacturers find that the demand for their products may not be confined to consumer markets, but may overlap the industrial and commercial markets too. One example would be producers of materials and equipment used in the construction of homes, factories and commercial establishments. Another example may be the problem of fire insurance companies whose coverage rates differ with respect to homes, plants and commercial establishments. In such cases, county potentials may be developed as follows: National (or state wide) aggregates have to be established for each of the three types of demand. Each may then be automatically distributed among all counties, using the number of occupied homes expressed as a % of the USA, to indicate the relative importance among all counties of consumer demand. In the same way the industrial aggregate may be apportioned among all counties by use of data available on IBM cards on the number of factory employees in 1956. Finally, it has been found that the % of USA retail sales is so highly correlated with such types of commercial activity as wholesaling, finance, insurance, utilities warehousing, etc., that it can be safely used to distribute any commercial aggregate. The results may be illustrated by consideration below of estimates of fire insurance potentials for two counties in Massachusetts, obtained by use of the above three factors to distribute state-wide aggregates:

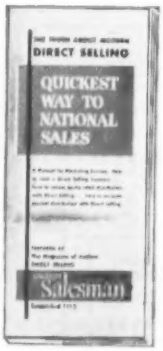
Type of Premium (Th.$)	Suffolk	Worcester
Habitational	3117	1948
Mercantile	4145	1764
Manufacturing	920	918
Total	8182	4630

Thus proper emphasis has been given to the greater relative importance of manufacturing in Worcester as compared with Suffolk.

In a detailed study of other insurance lines it was found that automobile insurance premiums were highly correlated with automotive sales and the urbanization ratio (particularly the latter), while all forms of group insurance (life, health, and accident) proved to be highly correlated to total employment.

A manufacturer of a plastic surfacing material determined that sales fell into four well defined groups—new residential construction, furniture manufacture, interior decoration and home maintenance. The company's national dollar value involved in new residential construction was distributed among all counties in accordance with our county estimates of the annual increase in the number of occupied dwelling units. Sales to furniture manufacturers were distributed by way of employment in furniture manufacturing (industrial card #2), sales for interior decorating purposes were distributed according to furniture-household-radio sales and those for home maintenance according to the number of occupied dwelling units as of January 1. Thus for each county we had four independently derived dollar totals which when added represented the total potential for this company's product in that county.

Mr. Sales Manager:
Should your company venture into the Direct Selling field!



Here's the blueprint for successful Direct Selling! Quickly, factually, graphically, "The Truth About Modern Direct Selling" gives you the inside sales-slant on modern Direct Selling. It's as BIG in enlightening FACTS, as broad in its practical approach as is the nine billion dollar sales volume of this constantly-growing, highly versatile Direct Selling field! It tells you why few products or services aren't suited to it, and a big-ticket price makes no difference—how today's Direct Selling Specialist can sell anything you can sell him.

Sounds good! But is Direct Selling for YOU? This is the book to give you a definite, authoritative answer. It will tell you why this powerful distribution force adds volume fast, perils no part of present over-the-counter retail sales, and can be tested virtually cost-free. Write for your FREE copy today. Pin, paste or staple this ad to your letterhead and mail to: SPECIALTY SALESMAN, The Magazine of *modern* Direct Selling; Room 812-F, 307 N. Michigan Ave., Chicago 1, Ill.

Write for FREE Copy

"METROPOLITANITIS"

has fog-banked realistic marketing . . .

Let's review some facts about Hometown, U.S.A. And these figures could be more favorable to us if census reports were current on the extent people have been deserting modern cliff dwelling for the "sticks."

1 Over 82,000,000 consumers live in markets under 10,000 and not all just off Riverside Drive, Michigan Ave. or Wilshire Blvd.

2 Over 7781 Grocery Super Markets each doing over $75,000 per year depend on weeklies for sales — total grocery market outside metropolitan areas $19,600,000,000.

3 Over 50% of replacements of over 225,000,000 tires in use — over 400,000,000 spark plugs in active service — over 50,000,000 oil filters, etc. are sold by dealers and service stations in towns under 10,000.

4 Over 18,500,000 or more than ⅛ of our nation's homes demand and read weekly newspapers.

5 67.1% of all Class A farmers read weekly newspapers.

6 Over 500 national advertisers in every classification of business are already using weeklies at a profit despite the so called high milline. No milline is high if it pays in profits as these advertisers have proved.

Call a W.N.R. representative for detailed plan to fit your market needs plus information about 1 order, 1 bill, 1 check service plan.

WNR INC.

WEEKLY NEWSPAPER REPRESENTATIVES INC.

402 FIFTH AVENUE, NEW YORK 18, N. Y. PHONE BRyant 9-7300

Serving the Advertisers and Agencies in behalf of America's Weekly Newspapers

Branch Offices: ATLANTA • CHICAGO • DETROIT • LOS ANGELES

Other Uses of Survey Data on Cards

a. **Classification By Size and Market.** Many companies find it desirable to regroup cities into various classifications not found in the *Survey*. The IBM cards facilitate the distribution of city cards into size groupings for population, families, retail sales, etc. Certain interesting market characteristics emerge from such analyses. Although per capita and per family income vary directly with city population size, the largest per capita food sales are found in cities with populations of between 2,500 and 50,000; the highest general merchandise sales per capita in cities with populations of between 250,000 and 1,000,000; the highest per capita sales of home furnishings, radios and appliances in cities with populations of between 100,000 and 250,000; the highest per capita automotive sales in cities with populations between 25,000 and 50,000; and the highest per capita sales of drugs in cities with populations of between 100,000 and 500,000.

Another interesting application of this kind was made by The Farm Journal, which reapportioned the population of small towns (under 10,000) according to Congressional Districts in an analysis of voting trends.

b. **Curtis Market Areas.** All 3,072 county cards are annually distributed and subtotaled into the 501 market areas delineated by the Curtis Research Department. Other national breakdowns in use include the 613 Hearst Areas and the National Wholesale Druggists Association 84 areas.

c. **Television Areas.** The major broadcasting networks all use *Survey* data on cards to work out market data subtotals for television areas. A commonly used set of television coverage areas is that devised and kept up-to-date by Television Magazine. There are about 250 such television areas. IBM cards containing *Survey* data can be coded to include such TV coverage areas as well as county data on the number of television homes (as of Jan. 1, 1957), plus ratios of TV homes to total homes.

d. **Circulation Analysis.** *Survey* cards carrying data on households are used as a base to establish current circulation coverage ratios for all major magazines. Eleven cooperating advertising agencies in Chicago recently broke down the circulations of 60 leading magazines by counties and metropolitan areas, relating circulation figures to *Survey* data. A similar study was also made by them on newspaper circulation. *Survey* cards are also used as a base to establish number of radio and television homes, by county.

e. **Supermarket Sales by County.** The research department of *The American Weekly* has used IBM *Survey* data on food sales to segregate sales of supermarkets. Ratios of supermarket sales to total food sales have been found to range from under 25 percent in Cook County to over 75 percent in Los Angeles.

f. **Growth Factors.** Data on households taken from successive *Surveys* have been found to be useful in establishing growth trends, by county, in residential construction.

g. **Forecasts of Market Data.** Several large companies use *Survey* data on cards to project trends for one-to-three-year periods, in an effort to avoid basing current quotas entirely on past experience. One large drug company for instance used our cards to forecast drug store sales by county for the period 1957-1961.

h. **Back Data.** Many users desire back series in order to keep track of divergent regional trends. One difficulty in the use of past *Surveys of*

THE ALL FLORIDA WEEKLY MAGAZINE

Puts your sales message where it does BIG things for you in the nation's fastest growing state

MARKET– Concentrated in 39 counties where it can do an exclusive and profitable selling job.

CIRCULATION– 90% home delivered to over 400,000 middle and upper income Florida families.

Largest paid circulation of any Florida publication. We are proud of our growth. 1955 circulation, 341,937. Present circulation now over 400,000.*

*(New ABC Figures available Apr. 1, 1957)

THE ALL FLORIDA MAGAZINE IS DISTRIBUTED EACH WEEK BY THE FOLLOWING NEWSPAPERS:

AVON PARK	Sun	OCALA	Star-Banner
DAYTONA BEACH	Sunday News-Journal	PALM BEACH	Post-Times
DELAND	Sun News	PANAMA CITY	News-Herald
EUSTIS	Lake Region News	PENSACOLA	News-Journal
GAINESVILLE	Daily Sun	SANFORD	Herald
JACKSONVILLE	Journal	SARASOTA	Herald-Tribune
KISSIMMEE	Gazette	SEBRING	Highlands County News
LEESBURG	Daily Commercial	ST. PETERSBURG	Independent
MELBOURNE	Times	TALLAHASSEE	Democrat
NEW SMYRNA BEACH	News	TAMPA	Times
	WINTER HAVEN	Daily News-Chief	



MAIN OFFICE: Box 1171, Ocala, Fla. Phone MA 2-7427

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Miami Office: 213 N.E. 2nd Ave., Office 232 • Phone FR 3-2481
Jacksonville Office: 500 Laura St., P. O. Box 600 • Phone EL 6-4811

Buying Power for such a purpose is that we do not publish past estimates for changes in level resulting from the publication of new and more accurate information available from the Census Bureau. Although on the whole valid indications of trend movement will emerge from comparison of estimates in the 1957 *Survey* with past *Surveys*, there will be occasional discrepancies due to revision of levels. For those interested in long term trends by counties, Market Statistics, Inc., has developed sets of IBM cards containing comparable data on population and sales going back to 1939 covering all counties.

i. **Industrial Markets.** Data on industrial plants and employment are available on cards for all 3,072 counties. The layout-form on page indicates the twenty-six industrial classifications for which such data are available.

The above can only suggest some of the many new developments made possible by the availability of *Survey* data on cards. The research staffs of SALES MANAGEMENT and Market Statistics, Inc., will gladly offer, without charge, advice and consultation service on any marketing problem that may require such use of *Survey* data. Address communications to either SALES MANAGEMENT or to Market Statistics, Inc., 432 Fourth Ave., New York 16, N. Y., or telephone MUrray Hill 4-3559.

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Where to Locate Your New Plant or Office

The period since the end of World War II—and continuing into the foreseeable future is paradoxical in the sense that it is characterized by greater centralization (Ever-increasing growth of big companies through normal development multiplied by mergers and acquisitions) and, at the same time, decentralization through the erection of branch and division plants and offices away from the areas of greatest industrial and population concentration.

Industry Follows Population, Income, Sales Growth

In a sweeping study made by the National Industrial Conference Board it was determined that industry's desire to reach into new markets and to provide improved customer service in existing markets was a factor in one third of all reported plant locations since the war—and this percentage jumped up to 44% in southern states and to 57% in western states. Thus industry is seen following population growth and growth in income and retail sales.

The Prudential Insurance Company, for example, is no longer a big insurance company with headquarters in Newark, N. J. Instead it is also Prudential of Los Angeles—and of Toronto, Houston, Jacksonville, Minneapolis and Chicago.

A survey conducted by SALES MANAGEMENT and reported in the July 6, 1956, issue under the title "Middle Markets" shows that the biggest expansion in 36 representative large companies has been in areas where the central city has a population of 150,000 or less. Corporate headquarters may be on Park Avenue or Michigan Avenue, but the nerve centers of production and sales are in the more moderate sized cities, some of which were not even on the map three decades ago.

These middle-market cities are the "growingest" cities in the nation. Among the 26 leaders in SALES MANAGEMENT's monthly High Spot Cities —with expected rate of retail sales growth 25% to 8% faster than the nation as a whole—22 are in the middle-market area; and in 18 of the 34 states with cities in the above-par list, only middle-market cities are making the grade—topping the national rate.

And in 127 cities where retail sales are moving forward fastest, 102, or four fifths of all of them, are middle-market cities.

Because of the importance of the *market* factor (as compared with raw materials, labor supply, transportation, power) this SALES MANAGEMENT *Survey of Buying Power* annual issue is more and more used as a primary source of information when considering plant expansion and also regional and national distribution outlets. It's true even of the New York Stock Exchange which is trying to stimulate a greater sale of securities through a monthly payment plan. The official quota manual, supplied to all member houses of the Exchange, shows local quotas based upon the *Survey of Buying Power*. The Westchester County (New York) Planning Commission, wondering whether the $100 million Cross County Shopping Center actually created new business, or merely drained retail business away from the downtown areas of its many cities, employed a research team to measure the impact of the Shopping Center against the year by year change in retail sales of the cities—and of course the measuring stick was the May 10, 1956, issue of the *Survey*. Officials of the Civil Aeronautics Board say it is *seldom* that the *Survey of Buying Power* is not a feature of applications for new airlines or for new airfields.

Survey Has the Answers

You as a manufacturer, wishing to increase the efficiency of your manufacturing operations and to bring your factories closer to the ultimate consumer, can find in the *Survey* many of the answers, such as: How many people? Where do they live? How much do they earn (not just in total but by classes of income groups)? Where do they shop? How much do they spend? And in what types of retail stores?

But there are additional factors which are important, some of which will be covered in this chapter while other points are brought out in the advertisements in this issue sponsored by development boards and chambers of commerce. (See list at end of this article). Some of the advertisements doubtless will refer to recent expansions in their areas—and this information is important whether or not you are in an expansionist mood because every new factory creates more employment, larger payrolls, bigger retail sales, bigger opportunities for marketers.

Consider These Factors

In looking for the best location for a factory, or a warehouse, or a sales office, it is also important to consider other factors than markets, and the chambers of commerce and development boards are able and willing to bring you such additional information as:

What kind of people? The *Survey* tells readers how many but doesn't tell what kind of stock they come from, their stability as to health and credit, their education, their IQ's, their culture, the kind of manufacturing operations in which they are experienced.

Accessibility to raw materials. The *Survey* doesn't go into that subject; you should. What's the outlook on water, oil, coal, raw agricultural materials, etc?

Are there transportation bottlenecks? Or is the area excellently served by airlines, railroads, good state and national highways, present or future turnpikes, a barge canal, a great lake, the ocean?

What's the record with other manufacturers? Is Area X a growing market as measured by the number of employes in manufacturing plants, in retail and wholesaling businesses? What are the names of some of the other national organizations which have recently located plants and offices in the area?

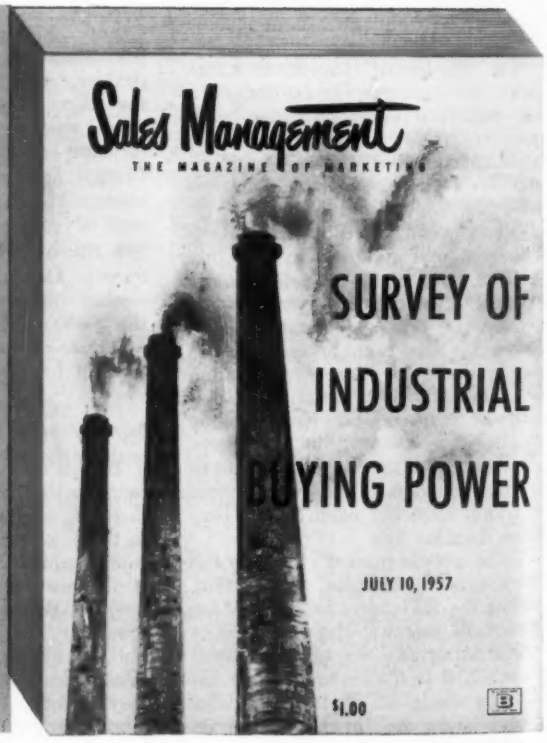
Is it a "diversified" economy? Manufacturers look for stability, and will be impressed by an analysis of where the income originates in a given area

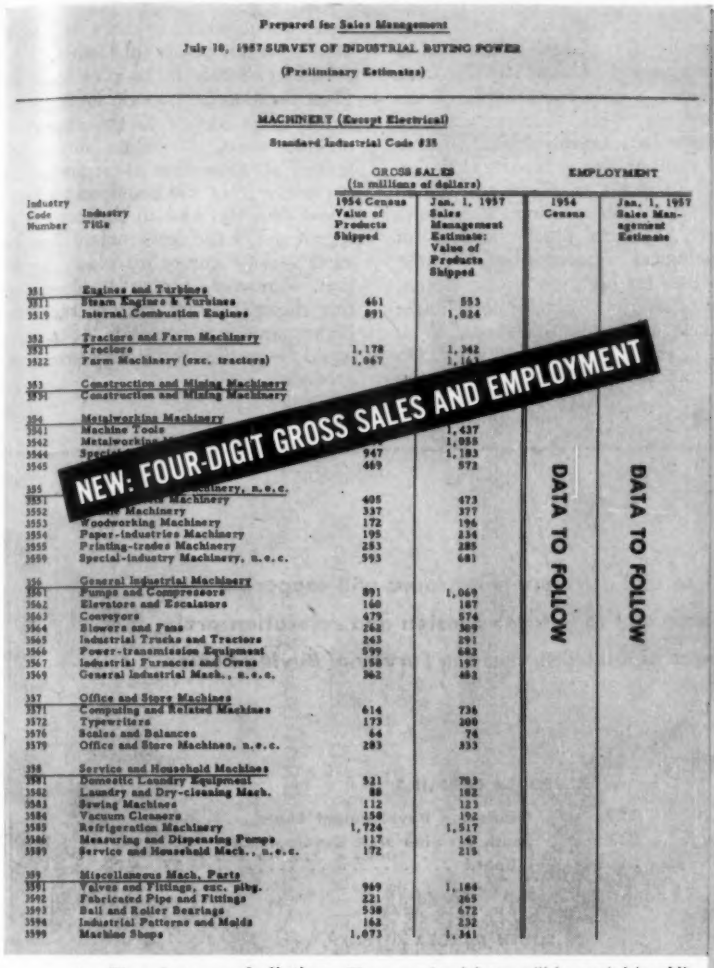
Here's new help for industrial marketers

Sales Management's Survey of Industrial Buying Power – previously a section of the over-all Annual Survey – will be published for the first time, as a separate volume...July 10th

This represents the culmination of a 7-year project—dictated by the tremendous industrial expansion in post-war years and the market information needs of Sales Management's constantly multiplying audience of industrial sales executives. We believe that the Industrial Survey, with a separate identity and a stature of importance so rightfully its own, will mark a significant contribution to better planned industrial marketing.

SALES MANAGEMENT's new Survey of Industrial Buying Power will include data never before available for major industries. Standard Industrial Classifications will be broken down to 4 digits showing not only gross sales and employment according to the 1954 Census but SALES MANAGEMENT's estimates of Jan. 1, 1957.





Prepared for Sales Management

July 10, 1957 SURVEY OF INDUSTRIAL BUYING POWER

(Preliminary Estimates)

MACHINERY (Except Electrical)

Standard Industrial Code #35

Industry Code Number	Industry Title	GROSS SALES (in millions of dollars) 1954 Census Value of Products Shipped	GROSS SALES (in millions of dollars) Jan. 1, 1957 Sales Management Estimate: Value of Products Shipped	EMPLOYMENT 1954 Census	EMPLOYMENT Jan. 1, 1957 Sales Management Estimate
351	Engines and Turbines				
3511	Steam Engines & Turbines	461	553		
3519	Internal Combustion Engines	891	1,024		
352	Tractors and Farm Machinery				
3521	Tractors	1,178	1,342		
3522	Farm Machinery (exc. tractors)	1,067	1,163		
353	Construction and Mining Machinery				
3531	Construction and Mining Machinery				
354	Metalworking Machinery				
3541	Machine Tools		1,437		
3542	Metalworking [illegible]		1,088		
3544	Special[illegible]	947	1,183		
3545	[illegible]	469	572		
355	[illegible] Machinery, n.e.c.				
3551	[illegible] Machinery	405	473		
3552	[illegible] Machinery	337	377		
3553	Woodworking Machinery	172	196		
3554	Paper-industries Machinery	195	234		
3555	Printing-trades Machinery	283	285		
3559	Special-industry Machinery, n.e.c.	593	681		
356	General Industrial Machinery				
3561	Pumps and Compressors	891	1,069		
3562	Elevators and Escalators	160	187		
3563	Conveyors	479	574		
3564	Blowers and Fans	262	309		
3565	Industrial Trucks and Tractors	263	291		
3566	Power-transmission Equipment	599	683		
3567	Industrial Furnaces and Ovens	158	197		
3569	General Industrial Mach., n.e.c.	362	483		
357	Office and Store Machines				
3571	Computing and Related Machines	614	736		
3572	Typewriters	173	209		
3576	Scales and Balances	64	76		
3579	Office and Store Machines, n.e.c.	283	333		
358	Service and Household Machines				
3581	Domestic Laundry Equipment	521	703		
3582	Laundry and Dry-cleaning Mach.	88	102		
3583	Sewing Machines	112	123		
3584	Vacuum Cleaners	150	192		
3585	Refrigeration Machinery	1,726	1,517		
3586	Measuring and Dispensing Pumps	117	142		
3589	Service and Household Mach., n.e.c.	172	215		
359	Miscellaneous Mach. Parts				
3591	Valves and Fittings, exc. ptg.	969	1,186		
3592	Fabricated Pipe and Fittings	221	269		
3593	Ball and Roller Bearings	538	672		
3594	Industrial Patterns and Molds	162	232		
3599	Machine Shops	1,073	1,341		

NEW: FOUR-DIGIT GROSS SALES AND EMPLOYMENT

DATA TO FOLLOW

DATA TO FOLLOW

▲ **Here is a sample listing** – These new breakdowns will be carried in addition to the rankings of counties accounting for majority percentages of employment.

a contribution to scientific industrial marketing

You will find these data invaluable for setting up national and territorial sales potentials and quotas, for mapping sales territories, planning distribution, finding sales soft spots, finding new plant branch and warehouse locations, and allocating the advertising dollar for maximum value by industry.

PREVIEW OF NEW FEATURES:

Industrial "Gross Sales"

- The gross sales (value of shipments) for 414 Four-digit S.I.C. Industrial Classifications will be estimated by Sales Management as of Jan. 1, 1957 (plus the corresponding 1954 Census figure).

Industrial Employment

(All Sales Management estimates as of Jan. 1, 1957)

- Two-digit (Standard Industrial Classification)... rankings of the 100 leading counties in *each* of the following:

  The twenty manufacturing categories (*plus* 1954 Census number of plant figures for each of these counties).

  Rankings of the 100 leading counties in each of the six major "service" industries (mining, contract construction, etc.).

- Totals *by states* in all 20 manufacturing categories and six "service" categories... plus 1954 Census state plant figures for the twenty manufacturing categories.

- Four-digit (Standard Industrial Classification) industry totals on employment for 414 manufacturing classifications (plus corresponding 1954 Census figure).

- *Industrial Potentials by Counties:* Employment in each two-digit manufacturing classification for all U.S. counties with 1,000 or more total industrial employment (plus total plants in these counties).

- *Industrial Potentials by Metropolitan County Areas:* Employment in *each* two-digit manufacturing classification for all 262 Metropolitan Areas.

PLUS

- Feature articles and illustrations on how industrial sales and advertising executives now use... or are planning to use... this type of information in market planning.

Look for the new Survey of Industrial Buying Power — July 10th, 1957

Sales Management

THE MAGAZINE OF MARKETING

386 Fourth Avenue, New York 16, New York

A BILL BROTHERS PUBLICATION

—how much from manufacturing (and of what types), from retailing, from wholesaling, from agriculture, etc.

And of course there are such important items as the availability and the cost of power, the tax rate, the living conditions which help to make areas pleasant. This latter element is truly important because of employe morale. Beaches, golf courses, professional as well as amateur sports, good climate—all these deserve attention.

For instance, *climate* is a factor of crucial importance to plants engaged in aircraft manufacture, which explains why such plants have tended to concentrate in California, Arizona, and Texas, where the number of unclouded days per year suitable for test flights is relatively high.

In another sense climate has become important to plant location in the rapidly developing electronics industry, not so much because of technological reasons, but because the search for high grade engineering talent is so great that a mild climate becomes a competitive asset to a plant in the recruitment of labor. On this score we may expect to see the rapid development of more and more pilot research plants in Florida.

Another factor to be considered in plant location is strategic location because of proximity to the important defense areas. A certain degree of industrial dispersion is regarded as necessary from the standpoint of national security, and in this regard in recent years the government has issued various guides on plant dispersion. However, undue emphasis on this factor may of course introduce higher unit transportation costs than could be justified on purely economic grounds.

These chambers of commerce and development groups will cooperate with you in finding the correct answers to your expansion and relocation problems. Numbers refer to pages in this edition of the *Survey of Buying Power*.

ALABAMA

Birmingham Committee of 100 ... 129
Ozark Chamber of Commerce 215

ARKANSAS

Little Rock Chamber of Commerce

CALIFORNIA

Long Beach Chamber of Commerce 254

FLORIDA

Florida Development Commission .. 291
The City of Jacksonville 294
Manatee County Committee of 100 . 303
Tampa Committee of 100 289

GEORGIA

Atlanta Chamber of Commerce 311
Savannah District Authority 320

LOUISIANA

Monroe Area Industrial Development Corp. 398

NORTH CAROLINA

Burlington Chamber of Commerce .. 546
Greenville Chamber of Commerce .. 554

SOUTH CAROLINA

Charleston Development Board 645
South Carolina State Development Board 57

SOUTH DAKOTA

Watertown Chamber of Commerce 656

TENNESSEE

Knoxville Committee of 100 663

TEXAS

Dallas Chamber of Commerce 695
Fort Worth Chamber of Commerce .. 684
Lubbock Chamber of Commerce 700

UTAH

Weber County Industrial Bureau .. 714

VIRGINIA

Staunton Chamber of Commerce .. 719

WEST VIRGINIA

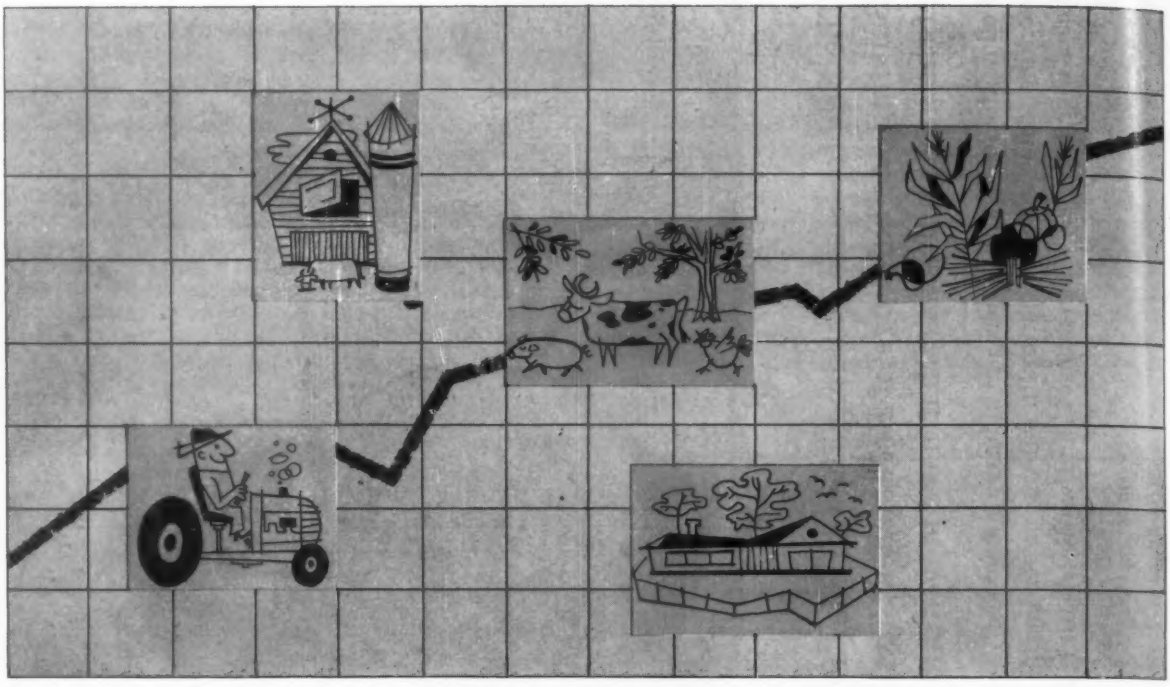
Huntington Chamber of Commerce 742



The Empire State Building, the Chrysler Building, the Wrigley Building, the Merchandise Mart, the Lever Building, the buildings of Rockefeller City and many, many more could not house all the offices and plants of the great industries that have moved into SOUTH CAROLINA in the last 10 years.

Follow the leaders to American Industry's smartest new address—the NEW South Carolina, where government, industry and labor are a working team . . . where natural resources, power and pure, soft water are abundant . . . where transportation by rail, by truck, air and sea keeps round-the-clock schedules . . . and where largest segment of U. S. buying income is within less than 600 miles.

Important note: Write or phone State Development Board, Box 927, Columbia, S. C. (Long Distance 94) for "10 Years of Progress," 49 pages of vital facts on South Carolina.



The Farm Market Data Section

Farm income rose in 1956 to $34 billion, finally reversing a decline extending over four years. The high water mark for American farming remains the year 1951, when gross farm income totaled $37 billion.

Farm prices declined 22% from 1951 to 1956, as compared to the 8% drop in income. Obviously, farm output did not share in the decline, instead rose by about 18% in this period. And this gain was achieved with a decline in the number of farms from 5.4 million in 1951 to 4.9 million in 1956.

These healthy gains in productivity prove that the basic position of American farming is fundamentally sound. At the same time, as the character of agricultural enterprises changes, the degree of change varies greatly from area to area, largely as the result of the dwindling, but still large, segment of less productive "marginal" farms.

We present here, from the recently released 1954 Census of Agriculture, a review of the chief regional characteristics as an aid in the marketing analysis of U. S. farming. In so doing, we are departing from our usual practice of publishing only exclusive SALES MANAGEMENT estimates as opposed to reference data available elsewhere. And we do it because the results of the 1954 Census of Agriculture has convinced us that there were serious deficiencies in our previously published estimates of gross farm income by counties, which sometimes puzzled readers because they ran higher than our corresponding estimates of net effective buying income.

Our county estimates of farm income were based on Census data for the value of farm products sold, adjusted to conform with national totals of gross cash farm income estimated by the Bureau of Agricultural Economics. In the 1954 Census, total value of farm products sold was reported as $24.6 billion, whereas the BAE figure for gross cash farm income for that year came to $29.7 billion, exclusive of government payments. This means that all Census data must be subjected to an adjustment for underreporting of the general order of 20%. The Census Bureau acknowledges that the degree of underreporting varies considerably, being "much more significant in the case of livestock and livestock products than in the case of crops."

Since we must perforce make this adjustment across the board, we unavoidably overestimated by 20% those counties which may have reported fully to the Census, while falling far short of the truth for those counties where underreporting exceeded the national average. Rather than resort to so crude an adjustment, we present here, for what they are worth, the Census bureau estimates of value of farm products sold for the leading 400 counties for the year 1954.

In addition, we show for all states some of the key factors on farm equipment and farm expenditures which help to eliminate the structure of the farm market today. For example, American farms have made great strides in the past decade toward complete electrification. Less than half of all farms had electricity in 1945, but in 1954 the figure had climbed to 93%. Rhode Island had the highest electrification ratio (99%), New Mexico the lowest (82%). Nearly half of all farms had telephones. Connecticut had the highest telephone ratio (93%), Mississippi the lowest (14%). Similar information is offered for home appliances, such as home freezers and television sets (although the latter data, dated 1954, would be supplanted by more current estimates similar to those published on pages 71-86), and for six key items of standard farm equipment: motor trucks, tractors, grain combines, corn pickers, power feed grinders and milling machines.

Here the regional distribution of equipment indicates not only the great advance in farm mechanization in the past decade, but also reflects the regional characteristics of American

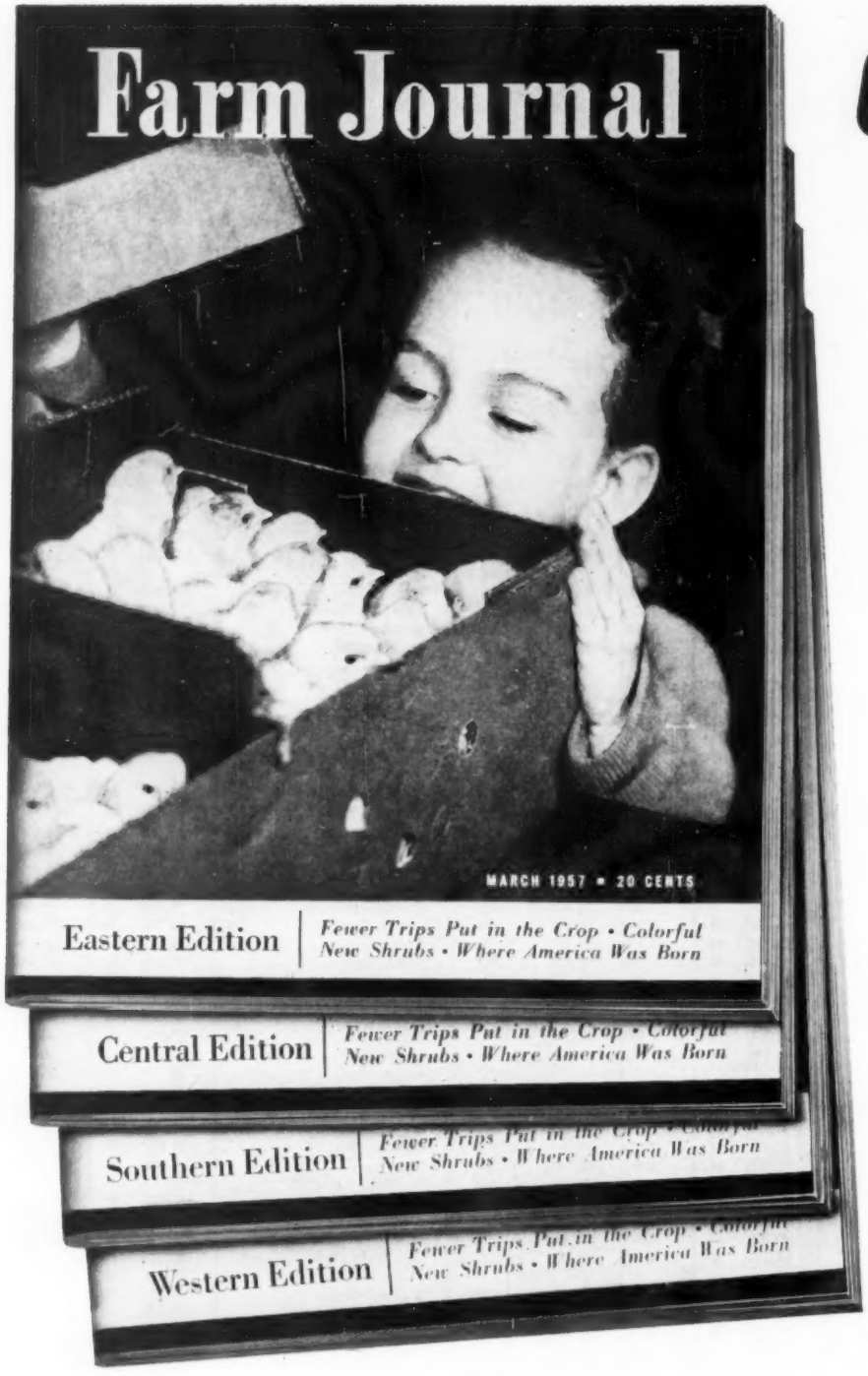
farming. Thus, the intensive use of milking machines is understandably high in dairy states like Wisconsin, low in the cotton states.

Regional characteristics are also reflected in data on key farm expenditures: machine hire, hired labor, fertilizer and fertilizer material, lime and liming materials, feed for livestock and poultry, and gasoline and other petroleum fuel for farm use. We also include here two factors taken from the 1954 Census of Retail Trade: sales of farm equipment dealers, and sales of feed, farm and garden supply stores. Sales of the latter, while regarded by the Census as "retailing", really constitute an essential part of farm supply, as illustrated by the high volume of feed-farm store sales in poultry-producing Delaware and of farm equipment dealers in the West North Central States. The Census includes the latter in the retail category of "lumber, building materials and hardware."

Farm Products Sold, 400 Leading Counties

COUNTY and STATE	ALL FARM PRODUCTS		Total Farms	KINDS OF FARM PRODUCTS SOLD	
	Value ($000)	Rank		Crops ($000)	Livestock, Poultry and their Products ($000)
Fresno, Cal.	208,212	1	9,776	173,622	34,582
Kern, Cal.	173,874	2	2,304	139,708	34,161
Los Angeles, Cal.	170,452	3	8,254	58,526	111,921
Tulare, Cal.	157,055	4	6,634	120,891	35,956
Maricopa, Ariz.	155,646	5	3,502	107,763	47,881
San Joaquin, Cal.	115,879	6	5,437	77,548	38,325
Imperial, Cal.	109,386	7	1,633	77,203	32,183
Yakima, Wash.	100,583	8	6,775	81,417	19,151
Stanislaus, Cal.	89,750	9	6,629	45,278	44,466
Riverside, Cal.	86,690	10	4,906	55,401	31,287
Weld, Colo.	84,113	11	4,037	23,310	60,802
Orange, Cal.	80,228	12	4,593	49,621	30,602
Lancaster, Pa.	80,150	13	7,951	22,110	57,995
Pinal, Ariz.	79,570	14	1,047	73,897	5,672
Santa Clara, Cal.	76,862	15	4,953	58,766	18,087
Ventura, Cal.	72,780	16	1,856	63,954	8,820
Merced, Cal.	69,009	17	4,073	36,606	32,398
San Bernardino, Cal.	66,420	18	5,475	31,672	34,740
Polk, Fla.	64,468	19	4,020	60,339	4,069
Monterey, Cal.	62,855	20	1,598	52,069	10,758
Kings, Cal.	60,394	21	1,845	47,503	12,891
Sussex, Del.	57,898	22	3,229	11,753	45,962
Aroostook, Me.	56,390	23	3,940	51,838	3,962
San Diego, Cal.	53,833	24	6,478	27,711	26,109
Hale, Tex.	50,826	25	1,703	47,832	2,993
Whitman, Wash.	50,702	26	1,961	46,141	4,542
Sonoma, Cal.	49,544	27	5,831	13,554	35,711
Santa Barbara, Cal.	49,004	28	1,374	28,435	20,563
Lubbock, Tex.	48,862	29	2,081	47,144	1,717
Mississippi, Ark.	48,410	30	5,812	47,511	898
McLean, Ill.	46,472	31	3,505	27,654	18,815
Hidalgo, Tex.	46,120	32	4,072	42,387	3,731
Madera, Cal.	42,492	33	1,806	28,945	13,513
De Kalb, Ill.	42,475	34	2,010	9,244	33,228
La Salle, Ill.	42,372	35	3,487	23,542	18,820
Sacramento, Cal.	41,198	36	3,397	26,333	14,844
Pottawattamie, Iowa	41,121	37	3,330	5,122	35,981
Dane, Wisc.	40,664	38	5,094	6,122	34,495
Hartford, Conn.	40,052	39	2,628	28,659	11,380
Yolo, Cal.	39,711	40	1,158	34,502	5,199
Cameron, Tex.	38,963	41	2,836	37,220	1,743
Sioux, Iowa	38,191	42	2,842	7,919	30,268
Sutter, Cal.	37,977	43	1,787	34,133	3,809
Orange, Fla.	37,906	44	2,726	34,495	3,390
Suffolk, N. Y.	37,760	45	1,464	25,931	11,820
Iroquois, Ill.	37,628	46	3,094	27,171	10,454
Lamb, Tex.	37,347	47	1,787	36,005	1,341
Livingston, Ill.	37,296	48	3,098	25,160	12,134
Champaign, Ill.	37,220	49	2,847	30,403	6,807
Henry, Ill.	36,943	50	2,844	6,901	30,038
Kossuth, Iowa	36,598	51	3,070	15,689	20,907
Dawson, Nebr.	36,253	52	1,759	9,575	26,677
Yuma, Ariz.	36,031	53	569	30,242	5,776
Clinton, Iowa	35,286	54	2,518	3,575	31,701
Bureau, Ill.	35,210	55	2,735	10,849	24,351
Palm Beach, Fla.	34,614	56	874	27,070	7,541
Plymouth, Iowa	34,161	57	2,722	6,295	27,865
Ogle, Ill.	33,654	58	2,430	10,070	23,569
Cuming, Nebr.	33,597	59	1,801	2,404	31,187
Chester, Pa.	32,730	60	3,383	14,246	18,429
Bolivar, Miss.	32,674	61	6,739	31,452	1,190
Twin Falls, Idaho	32,371	62	2,406	20,828	11,543
Woodbury, Iowa	32,165	63	2,784	6,664	25,500
Canyon, Idaho	32,072	64	4,183	17,800	14,266
Kane, Ill.	32,054	65	1,879	7,675	24,377
Lake, Fla.	32,041	66	2,920	30,901	1,085
Nueces, Tex.	31,763	67	1,157	30,295	1,468
Dade, Fla.	31,672	68	1,527	24,361	7,307
Pitt, N. C.	31,343	69	5,583	30,246	1,066
Vermilion, Ill.	30,930	70	2,577	22,793	8,131
Crittenden, Ark.	30,311	71	4,517	29,756	508
Whiteside, Ill.	30,284	72	2,430	8,375	21,898
Robeson, N. C.	30,236	73	8,037	29,214	970
Lee, Ill.	29,597	74	2,247	14,130	15,464
Benton, Iowa	29,158	75	2,434	5,870	23,280
Butte, Cal.	29,149	76	2,843	22,313	6,722
Cherokee, Iowa	29,055	77	1,765	5,240	23,815
Lincoln, Wash.	28,716	78	1,051	26,274	2,398
Dodge, Wisc.	28,693	79	3,954	3,653	25,026
Cedar, Iowa	28,611	80	2,101	3,256	25,349
Floyd, Tex.	28,367	81	1,184	26,865	1,502
Johnston, N. C.	28,051	82	7,822	25,575	2,272
Poinsett, Ark.	27,808	83	3,399	27,219	586
Monmouth, N. J.	27,806	84	2,486	10,063	17,738
Chelan, Wash.	27,729	85	1,875	26,960	680
Black Hawk, Iowa	27,616	86	2,199	4,391	23,224
York, Pa.	27,178	87	5,549	8,959	18,185
O'Brien, Iowa	27,022	88	1,948	8,924	18,097
Umatilla, Ore.	26,950	89	1,885	20,707	5,997
Renville, Minn.	26,866	90	3,040	12,785	14,080
Marion, Ore.	26,571	91	4,543	17,788	7,948
Martin, Minn.	26,337	92	2,504	10,900	15,432
Hamilton, Iowa	26,227	93	2,046	8,206	18,020
Cumberland, N. J.	26,149	94	2,237	13,550	12,593
Pemiscot, Mo.	26,148	95	2,794	25,782	362
Solano, Cal.	26,138	96	1,229	16,676	9,462
Rockingham, Va.	25,950	97	3,571	1,702	24,202
Malheur, Ore.	25,907	98	2,446	14,133	11,762
Buena Vista, Iowa	25,831	99	2,019	6,905	18,925
Scotts Bluff, Nebr.	25,817	100	1,741	12,598	13,219
Berks, Pa.	25,743	101	4,130	7,813	17,884
Tama, Iowa	25,670	102	2,537	4,938	20,728
Rock, Wisc.	25,638	103	3,138	5,449	20,180
Colusa, Cal.	25,538	104	746	22,165	3,367
Adams, Colo.	25,502	105	1,286	4,263	21,239
New Madrid, Mo.	25,484	106	2,985	24,168	1,305
Sunflower, Miss.	25,473	107	6,681	24,035	1,428
Polk, Minn.	25,441	108	3,680	19,182	6,250
Sangamon, Ill.	25,425	109	2,503	13,127	12,292
Redwood, Minn.	25,151	110	2,597	12,730	12,419

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Farm Products Sold, 400 Leading Counties—(Cont'd)

COUNTY and STATE	ALL FARM PRODUCTS		Total Farms	KINDS OF FARM PRODUCTS SOLD	
	Value ($000)	Rank		Crops ($000)	Livestock, Poultry and their Products ($000)
Grant, Wisc.	25,119	111	3,533	1,111	23,935
Will, Ill.	24,945	112	2,607	14,594	10,348
Sac, Iowa	24,857	113	1,894	6,156	18,697
Chouteau, Mont.	24,842	114	1,064	22,479	2,361
Hockley, Tex.	24,419	115	1,289	23,766	653
Crawford, Iowa	24,407	116	2,384	3,379	21,028
Jones, Iowa	24,336	117	1,959	1,865	22,483
Linn, Iowa	24,299	118	3,133	5,568	18,715
Cass, N. D.	24,260	119	2,324	17,382	6,877
Parmer, Tex.	24,218	120	909	21,513	2,705
Faribault, Minn.	24,192	121	2,388	12,296	11,894
Alameda, Cal.	24,112	122	1,428	14,499	9,610
Webster, Iowa	24,045	123	2,463	13,576	10,468
Franklin, Iowa	24,038	124	2,076	6,345	17,688
Warren, Ill.	24,026	125	1,620	5,643	18,378
Reeves, Tex.	23,933	126	322	22,447	1,486
Cook, Ill.	23,902	127	2,272	18,186	5,715
Blue Earth, Minn.	23,875	128	2,784	12,582	11,291
Fond du Lac, Wisc.	23,848	129	3,479	3,652	20,180
Freeborn, Minn.	23,812	130	2,910	9,111	14,699
Jasper, Iowa	23,673	131	2,696	4,924	18,746
Glenn, Cal.	23,664	132	1,538	13,679	9,965
Wood, Ohio	23,527	133	2,766	16,048	7,478
Walla Walla, Wash.	23,514	134	1,101	21,091	2,420
San Luis Obispo, Cal.	23,389	135	1,848	11,133	12,241
Berrien, Mich.	23,322	136	4,624	19,400	3,880
Wayne, N. Y.	23,280	137	2,913	17,275	5,969
Castro, Tex.	23,216	138	828	20,824	2,391
Kankakee, Ill.	23,138	139	2,106	17,093	6,043
Otter Tail, Minn.	23,087	140	5,894	3,768	19,284
Lyon, Iowa	23,016	141	1,276	5,888	17,125
Hillsborough, Fla.	22,956	142	4,492	13,619	9,317
Stephenson, Ill.	22,913	143	2,387	3,113	19,796
Marshall, Iowa	22,872	144	2,151	4,972	17,899
Marathon, Wisc.	22,779	145	5,691	1,411	21,039
Hardin, Iowa	22,677	146	2,021	5,359	17,315
Clay, Iowa	22,617	147	1,783	7,964	14,650
Story, Iowa	22,601	148	2,123	7,790	14,808
Johnson, Iowa	22,529	149	2,244	3,286	19,233
Pocahontas, Iowa	22,522	150	1,907	9,409	13,112
Washington, Iowa	22,511	151	2,047	3,572	18,932
Grant, Wash.	22,487	152	1,090	18,066	4,421
Douglas, Nebr.	22,446	153	1,432	3,087	19,358
Sampson, N. C.	22,388	154	6,822	20,142	2,097
Walworth, Wisc.	22,369	155	2,113	4,007	18,367
Knox, Ill.	22,316	156	2,334	6,721	15,590
Spokane, Wash.	22,307	157	3,594	15,549	6,622
Morgan, Colo.	22,306	158	1,370	8,477	13,826
McHenry, Ill.	22,292	159	2,059	6,376	15,916
Wright, Iowa	22,109	160	1,855	9,274	12,834
San Patricio, Tex.	22,096	161	888	21,068	1,009
Burlington, N. J.	22,063	162	1,835	12,293	9,765
Coahoma, Miss.	22,054	163	5,134	21,373	679
Swisher, Tex.	22,007	164	967	19,680	2,326
Darke, Ohio	21,973	165	3,885	10,359	11,606
Boone, Iowa	21,882	166	2,174	7,608	14,272
Logan, Ill.	21,879	167	1,765	15,671	6,204
Washington, Miss.	21,853	168	4,348	20,442	1,386
Bingham, Idaho	21,744	169	2,160	15,456	6,288
Fulton, Ill.	21,656	170	2,528	8,103	13,534
Jackson, Minn.	21,605	171	2,254	8,713	12,890
Grundy, Iowa	21,595	172	1,765	6,144	15,450
Carroll, Iowa	21,562	173	2,045	5,525	16,028
Shelby, Iowa	21,437	174	1,978	3,778	17,659
Chautauqua, N. Y.	21,435	175	4,621	7,280	13,821
Chaves, N. M.	21,380	176	672	15,129	6,250
Wharton, Tex.	21,356	177	2,466	19,083	2,271
Lenawee, Mich.	21,256	178	3,463	10,289	10,945
Dona Ana, N. M.	21,228	179	1,119	19,036	2,192
Greene, Iowa	21,203	180	1,914	9,133	12,068
Erie, N. Y.	21,192	181	3,963	8,977	12,101
Fayette, Iowa	21,177	182	2,818	3,939	17,224
Hancock, Iowa	21,166	183	1,974	7,352	13,813
Tazewell, Ill.	21,140	184	1,882	12,532	8,599
Bucks, Pa.	21,028	185	2,730	8,387	12,629
Palo Alto, Iowa	21,021	186	1,833	8,807	12,213
Stearns, Minn.	20,845	187	4,308	1,909	18,912
Orange, N. Y.	20,823	188	2,129	4,752	16,080
Delaware, N. Y.	20,762	189	2,865	679	19,792
Jasper, Ind.	20,711	190	1,617	14,106	6,598
Horry, S. C.	20,615	191	6,918	19,506	1,046
Pike, Ill.	20,609	192	2,214	6,564	14,036
Huron, Mich.	20,591	193	3,524	11,875	8,709
Nash, S. C.	20,582	194	5,461	19,474	983
Oneida, N. Y.	20,551	195	3,281	3,118	17,388
Cerro Gordo, Iowa	20,507	196	1,968	6,407	14,098
Delaware, Iowa	20,504	197	2,177	1,645	18,850
Fulton, Ohio	20,362	198	2,354	7,258	13,094
Hancock, Ill.	20,277	199	2,583	8,791	11,484
Nobles, Minn.	20,223	200	2,206	7,356	12,866
Total 200 Leading Counties	7,200,654		584,547	4,178,809	3,018,690
Lynn, Tex.	20,203	201	1,152	19,570	632
Mercer, Ill.	20,184	202	1,784	3,698	16,481
Wayne, N. C.	20,108	203	4,588	18,569	1,488
Wilson, N. C.	20,054	204	3,919	19,497	510
St. Lawrence, N. Y.	20,038	205	4,380	262	19,421
Fillmore, Minn.	20,002	206	2,779	2,784	17,204
Dubuque, Iowa	19,984	207	2,042	1,021	18,956
Middlesex, Mass.	19,978	208	2,245	9,567	10,378
Duplin, N. C.	19,949	209	5,650	17,573	2,227
McDonough, Ill.	19,948	210	1,907	7,743	12,199
Edgecombe, N. C.	19,930	211	3,725	18,562	1,332
Calhoun, Iowa	19,894	212	1,930	10,034	9,860
Monroe, N. Y.	19,889	213	2,721	12,226	7,655
Iowa, Iowa	19,846	214	1,939	2,540	17,283
Scott, Iowa	19,800	215	2,030	3,176	16,615
Phillips, Ark.	19,730	216	3,895	19,255	454
Worcester, Mass.	19,717	217	3,267	3,360	16,274
Christian, Ill.	19,565	218	2,111	13,200	6,364
Franklin, Pa.	19,554	219	2,556	7,277	12,250
Craighead, Ark.	19,548	220	3,759	18,513	1,028
Mitchell, Iowa	19,506	221	1,858	5,041	14,464
Dodge, Nebr.	19,500	222	1,641	5,782	13,712
El Paso, Tex.	19,489	223	690	13,064	6,424
Green, Wisc.	19,473	224	2,189	883	18,589
Vermilion, La.	19,472	225	2,648	17,943	1,528
Columbia, Wisc.	19,402	226	2,615	4,491	14,897
Page, Iowa	19,374	227	1,824	4,578	14,794
Wayne, Ohio	19,358	228	3,080	4,887	14,442
Butler, Iowa	19,252	229	2,238	5,163	14,083
Santa Cruz, Cal.	19,246	230	1,578	15,243	3,984
Edgar, Ill.	19,243	231	1,787	13,353	5,886
Harris, Tex.	19,226	232	3,869	11,024	8,177
Carroll, Ill.	19,225	233	1,508	2,040	17,173
Adams, Ill.	19,220	234	2,733	7,797	11,412
Saginaw, Mich.	19,210	235	4,250	11,395	7,754
Arkansas, Ark.	19,077	236	1,681	18,472	556
Dallas, Iowa	19,073	237	2,123	6,625	12,446
Tuscola, Mich.	19,049	238	3,781	12,285	6,704
Reno, Kans.	19,046	239	2,712	13,101	5,931
Minnehaha, S. D.	19,025	240	2,320	4,511	14,512
Dawson, Tex.	18,996	241	1,101	18,223	773
Poweshiek, Iowa	18,979	243	1,991	3,632	15,345
Kosciusko, Ind.	18,966	243	2,596	6,583	12,355
Adams, Wash.	18,956	244	639	17,896	1,050
Woodford, Ill.	18,922	345	1,734	9,957	8,960
Logan, Colo.	18,901	246	1,327	7,173	11,727
Frederick, Md.	18,873	247	2,792	2,455	16,389
Cottonwood, Minn.	18,860	248	1,959	8,575	10,285
Linn, Ore.	18,802	249	3,196	12,135	6,655
Acadia, La.	18,800	250	3,310	17,677	1,117
Floyd, Iowa	18,777	251	1,766	6,236	12,538
Sanilac, Mich.	18,732	252	4,125	7,208	11,493
Crosby, Tex.	18,714	253	779	18,144	569
Grand Forks, N. D.	18,689	254	1,886	15,314	3,374
Mahaska, Iowa	18,645	255	2,320	3,273	15,360
Dunklin, Mo.	18,600	256	2,605	17,710	884

© SM, 1957.



Man making money...

Right after the dishes were done, Mrs. Clarke shooed the children to their rooms, and followed them shortly ...The radio and the upstairs noises ceased some time ago. The family down the road came home from the movie in town. An occasional trailer on the cross highway is a passing hum. Far away, a dog barks faintly, fretfully. The trees outside rustle gently in the night wind...

In his quiet living room, Bob Clarke has spent the evening at what he says is the easiest way for a farmer to make money—reading SUCCESSFUL FARMING. And no other reason better explains the influence of SUCCESSFUL FARMING with its subscribers, and its advertisers!

SUCCESSFUL FARMING has little for the part-time farmer, the after-hours gardener. It is published for the pro, the volume producer. Every issue is a manual of means, markets, methods, plans, practical ideas proved by use, new discoveries and developments. A year of issues covers every phase of farm operation, and farm living. In every issue, the SF subscriber finds ways of saving effort and expense, improving production—making money.

And SUCCESSFUL FARMING farmers



are still making money! Three in four are in the 44% minority that gets 91% of the total farm revenue. Their average cash income from farming last year was $10,260. And they aggregate an annual market of more than $11 billion, the equivalent of a new national suburbia!

Fifteen years of good incomes have made SF subscribers better customers for everything. They are remodeling and enlarging their homes, installing new bathrooms and modern kitchens, buying new furniture, furnishings, and appliances; spending for comforts and luxuries, travel and education.

And after fifty-four years of helping the country's best farmers make money, and helping their families live better, no other medium has more respect and confidence, or more influences their spending—than SUCCESSFUL FARMING! No other medium can deliver your advertising so effectively, so cheaply, to this superlative class market.

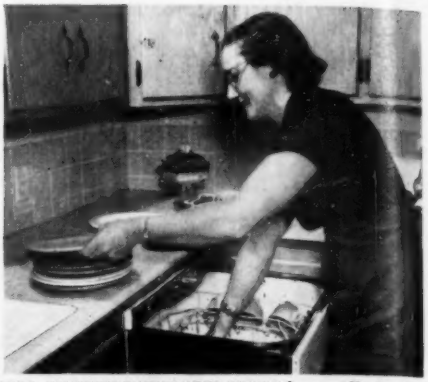
For more customers in 1957, and to balance advertising schedules where general media have limited coverage, you need SUCCESSFUL FARMING! Ask any SF office for the details.



MEREDITH PUBLISHING COMPANY, Des Moines...
with offices in New York, Chicago, Detroit, Philadelphia
Cleveland, Atlanta, San Francisco and Los Angeles.



THE WILBUR HARTBERG'S 360-ACRE FARM exemplifies the new horsepower and new housepower of the Midwest farm market. Their new rambler is as modern as any in "Suburbia". A new type barn, housing 116 steers, has all the latest equipment for reducing manual labor.



MRS. HARTBERG PREPARES MEALS in an all-electric kitchen. Midwest farm homemakers buy more packaged foods than city housewives because they serve more person-meals.

MORE HORSEPOWER...MORE HOUSEPOWER...

MORE SALESPOWER!

For fast sales action, appliance dealers choose Midwest Unit Farm Papers 6 to 1



HERE THE HARTBERGS CONSULT WITH A. E. LINK, their Windom, Minn. appliance dealer, about a wall-type refrigerator that will be the next improvement for Mrs. Hartberg's kitchen.

Midwest farmers plan to buy 1,344,603 home appliances in 1957, according to our 12th annual "Buying Intentions" survey. Write for copy and check your own sales potential.



MR. AND MRS. HARTBERG, WITH SON, Juhl, 15, and daughter, Janis, 11, make many decisions at meetings of the "board of directors". Current construction plans include two new silos, a concrete apron for the feed lot and a building to house equipment.



MR. HARTBERG GIVES REASONS for relying on the local Midwest Unit farm paper: "We always depend on The Farmer for practical new ideas. In fact, we buy the idea from our farm paper before we go into town to buy what we need to put the idea to work."



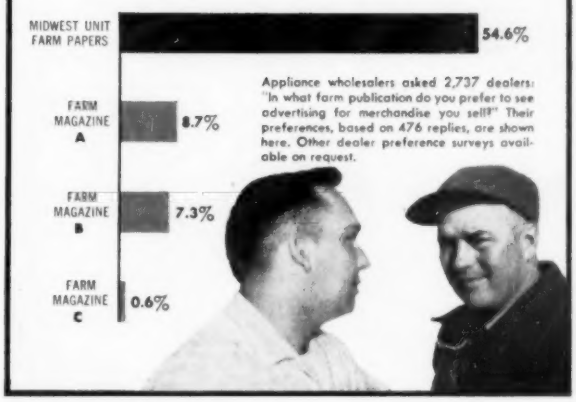
THE WILBUR HARTBERGS of Windom, Minnesota, and 1,286,992 Midwest farm families like them, make up the market that deserves first consideration on your advertising schedule. Here's why:

- Midwest farm incomes are more than double the national average.
- Farmers are Midwest retailers' biggest and best customers.
- Midwest Unit Farm Papers give you deep and complete penetration of the market.

The five local farm papers in the Midwest Unit are preferred by the Midwest's Wilbur Hartbergs by a better than 3 to 1 margin over the second ranking publication. By a score of 6 to 1, nine different categories of retailers say these publications give them the best results in sales. These are facts substantiated by independent surveys and by the good judgment of advertisers themselves who, since 1948, have given Midwest Unit Farm Papers an advertising lineage gain of 50% compared with 7% for the farm publication in second place.

So advertise in the farm market which has more housepower and more horsepower, through the medium that gives you MORE SALESPOWER. Buy the Unit, one order, one plate at a substantial saving in rates.

GET MORE DEALER ACTION WITH MIDWEST UNIT FARM PAPERS



SELL FIRST WHERE SALES COME FASTER AND BIGGER

...through the midwest medium that gives you MORE!

The reason more advertisers are putting the Midwest Farm Paper Unit at the head of their farm market schedules is the need to make advertising more selective. Coverage in the world's richest farm market is basic and the Midwest Unit Farm Papers offer:

MORE ADVERTISING FLEXIBILITY: Localized Midwest Unit Farm Papers allow you to key your advertising to each of their respective markets. Vary product, copy appeal, timing and size if you wish. List your dealers by states.

MORE PRESTIGE: Midwest Unit Farm Papers enjoy highest prestige because their farm family subscribers know these publications are published exclusively for them.

MORE IMPACT: Your interests are best served by the medium that is directed at the local level, caters to local needs and closer cooperation from local dealers.

MORE DIRECT RESULTS: Midwest Unit Farm Papers let you pin-point your sales efforts, gear them to sales potentials, check the results in sales. No other medium can give you such complete penetration in the basic farm market.

Advertise most where **FARMING IS BIG BUSINESS AND GOOD LIVING**



MIDWEST *Farm Paper* **UNIT**



SALES OFFICES AT:

35 E. Wacker Drive, Chicago 1 ... 250 Park Avenue, New York 17, New York ... 110 Sutter Street, San Francisco 5 ... 672 South Lafayette Park Place, Los Angeles 57.

Farm Products Sold, 400 Leading Counties—(Cont'd)

COUNTY and STATE	ALL FARM PRODUCTS		Total Farms	KINDS OF FARM PRODUCTS SOLD	
	Value ($000)	Rank		Crops ($000)	Livestock, Poultry and their Products ($000)
Columbus, N. C.	18,585	257	6,051	17,213	1,285
Lyon, Minn.	18,379	258	1,911	7,142	11,235
Willacy, Tex.	18,366	259	865	17,772	589
Brown, Minn.	18,357	260	1,976	7,455	10,899
Allegan, Mich.	18,346	261	4,225	7,026	11,271
Clayton, Iowa	18,345	262	2,715	817	17,490
Mower, Minn.	18,330	263	2,585	6,004	12,320
Kendall, Ill.	14,789	400	1,029	4,889	9,898
Ida, Iowa	19,304	229	1,403	2,790	16,514
Macoupin, Ill.	18,293	266	2,865	6,694	11,583
Buchanan, Iowa	18,248	267	2,216	3,647	14,594
St. Francis, Ark.	18,249	268	3,689	17,686	538
Gloucester, N. J.	18,181	269	1,608	10,380	7,814
Lafayette, Wisc.	18,155	270	2,025	926	17,218
Cedar, Nebr.	18,135	271	1,946	3,209	14,925
Lenoir, N. C.	18,121	272	3,529	16,821	1,242
Walsh, N. D.	18,043	273	2,084	16,280	1,762
Stoddard, Mo.	17,990	274	3,344	14,999	2,976
Allen, Ind.	17,948	275	3,195	9,944	7,981
Hill, Mont.	17,928	276	899	16,377	1,551
Klamath, Ore.	17,873	277	1,297	9,116	7,684
Humboldt, Iowa	17,866	278	1,410	6,992	10,872
Brazoria, Tex.	17,825	279	1,869	14,369	3,441
Clark, Wisc.	17,809	280	4,274	465	17,246
Hunterdon, N. J.	17,806	281	2,204	2,193	15,568
Clinton, Ind.	17,783	282	1,891	6,012	11,759
Sumner, Kans.	17,779	283	2,190	13,163	4,613
King, Wash.	17,735	284	5,181	5,536	12,014
Winneshiek, Iowa	17,730	285	2,580	1,274	16,448
Outagamie, Wisc.	17,725	286	3,188	2,000	15,681
White, Ind.	17,677	287	1,615	9,660	8,014
Piatt, Ill.	17,638	288	1,140	13,647	3,989
Pima, Ariz.	17,623	289	641	12,516	5,105
Deaf Smith, Tex.	17,602	290	674	12,927	4,675
Montgomery, Ind.	17,602	290	2,031	5,482	12,115
Kandiyohi, Minn.	17,568	292	2,540	5,608	11,950
Jefferson, Wisc.	17,561	293	2,782	2,848	14,703
Elkhart, Ind.	17,508	294	2,853	5,448	12,023
Clackamas, Ore.	17,505	295	5,607	7,679	8,874
Monona, Iowa	17,484	296	1,825	7,614	9,856
Jefferson, N. Y.	17,461	297	2,978	767	16,593
Murray, Minn.	17,458	298	2,003	5,256	12,201
Leflore, Miss.	17,432	299	4,938	16,740	660
Sibley, Minn.	17,377	300	2,142	6,191	11,179
Wayne, Nebr.	17,326	301	1,393	2,126	15,199
Harnett, N. C.	17,316	302	4,684	16,447	745
Harrison, Iowa	17,274	303	2,152	7,421	9,844
Benton, Ark.	17,273	304	4,492	1,038	16,202
Custer, Nebr.	17,254	305	2,625	3,850	13,403
Henry, Ohio	17,254	305	2,072	11,307	5,943
Contra Costa, Cal.	17,233	307	1,812	12,805	4,424
Cass, Iowa	17,208	308	1,984	1,721	15,484
Terry, Tex.	17,195	309	968	16,728	466
Polk, Iowa	17,194	310	2,329	7,440	9,752
Wake, N. C.	17,193	311	5,770	14,680	2,274
Macon, Ill.	17,130	312	1,911	13,209	3,920
Clay, Minn.	17,077	313	1,968	13,317	3,758
Adams, Pa.	17,071	314	2,378	7,840	9,195
Barron, Wisc.	17,007	315	3,540	888	16,047
Whatcom, Wash.	16,973	316	4,036	3,393	13,481
Winnebago, Ill.	16,967	317	1,676	4,104	12,851
Lonoke, Ark.	16,966	318	2,992	15,316	1,632
Goodhue, Minn.	16,931	319	2,698	3,640	13,280
Putnam, Ohio	16,892	320	2,379	8,615	8,269
Douglas, Wash.	16,815	321	990	15,948	866
Florence, S. C.	16,788	322	6,891	15,850	817
Hancock, Ohio	16,787	323	2,338	9,051	7,726
St. Landry, La.	16,772	324	6,700	14,981	1,805
Yellow Medicine, Minn.	16,740	325	2,103	9,037	7,702
Pittsylvania, Va.	16,687	326	5,715	15,375	1,098
Benton, Ind.	16,539	327	1,094	10,623	5,916
Cross, Ark.	16,539	327	2,454	16,134	395
Steuben, N. Y.	16,533	329	3,219	6,564	9,821
Boone, Ind.	16,506	330	2,182	4,639	11,862
Sauk, Wisc.	16,448	331	2,913	1,412	14,946
Otsego, N. Y.	16,445	332	2,823	856	15,390
Brown, S. D.	16,402	333	1,846	9,054	7,347
Jefferson, Ark.	16,383	334	3,660	15,640	719
Wicomico, Md.	16,382	335	1,560	5,598	10,786
Rush, Ind.	16,376	336	1,582	3,447	12,918
Morgan, Ill.	16,368	337	1,560	6,880	9,482
Washington, Ore.	16,287	338	3,676	9,565	6,306
Washington, Ark.	16,268	339	4,094	854	15,396
Burt, Nebr.	16,250	340	1,321	4,441	11,800
Broward, Fla.	16,237	341	406	7,121	9,116
Sedgwick, Kans.	16,228	342	2,158	8,840	7,386
Peoria, Ill.	16,185	343	1,981	7,196	8,987
Bonneville, Idaho	16,180	344	1,483	11,332	4,844
Ford, Ill.	16,173	345	1,323	10,536	5,637
Martin, N. C.	16,169	346	2,888	14,815	1,263
Kent, Mich.	16,164	347	3,769	7,999	8,118
Monroe, Mich.	16,162	348	3,289	11,593	4,559
Mercer, Ohio	16,101	349	2,389	6,594	9,493
Nodaway, Mo.	16,094	350	2,845	2,709	13,372
Keokuk, Iowa	16,072	351	2,140	3,446	12,610
Fort Bend, Tex.	16,008	352	2,407	13,443	2,564
Tippecanoe, Ind.	15,999	353	1,829	7,442	8,553
Ontario, N. Y.	15,980	354	2,371	7,285	8,685
Carroll, Ind.	15,885	355	1,645	4,553	11,316
McPherson, Kans.	15,863	356	2,123	9,289	6,571
Gage, Nebr.	15,808	357	2,274	8,809	6,987
Vernon, Wisc.	15,794	358	3,485	2,979	12,785
Iowa, Wisc.	15,793	359	2,268	529	15,243
Eddy, N. M.	15,785	360	630	12,722	3,063
Jerome, Idaho	15,781	361	1,122	9,301	6,479
Wright, Minn.	15,748	362	3,177	2,214	13,524
Pembina, N. D.	15,727	363	1,519	14,107	1,618
Pickaway, Ohio	15,691	364	1,582	6,190	9,499
Lincoln, S. D.	15,623	365	1,734	3,816	11,807
Muscatine, Iowa	15,611	366	1,713	4,010	11,592
McLennan, Tex.	15,559	367	3,634	7,491	8,064
La Porte, Ind.	15,547	368	2,166	9,677	5,861
Manitowoc, Wisc.	15,505	369	3,321	1,839	13,612
Niagara, N. Y.	15,444	370	3,223	9,991	5,435
Chenango, N. Y.	15,429	371	2,280	843	14,619
Benton, Wash.	15,379	372	1,483	12,432	2,944
Van Buren, Mich.	15,355	373	3,444	11,005	4,285
Halifax, N. C.	15,334	374	4,244	13,891	1,290
Hall, Nebr.	15,255	375	1,386	5,811	9,442
Bremer, Iowa	15,225	376	1,917	2,384	12,836
Greene, N. C.	15,218	377	2,945	14,782	433
Dutchess, N. Y.	15,215	378	1,310	3,349	11,843
Waukesha, Wisc.	15,193	379	2,669	2,425	12,761
St. Croix, Wisc.	15,192	380	2,688	1,424	13,761
Jefferson Davis, La.	15,156	381	1,207	14,101	1,042
Madison, Ohio	15,152	382	1,249	5,997	9,152
Audubon, Iowa	15,152	382	1,661	1,745	13,406
Montgomery, Pa.	15,143	384	2,505	5,366	9,754
Yamhill, Ore.	15,125	385	2,473	8,371	6,236
Richland, N. D.	15,108	386	2,325	10,040	5,066
Ocean, N. J.	15,100	387	1,214	993	14,091
Knox, Nebr.	14,975	388	2,074	2,445	12,529
San Benito, Cal.	14,973	389	880	9,492	5,479
Beaufort, N. C.	14,962	390	3,194	13,739	1,158
McLeod, Minn.	14,954	391	2,299	3,257	11,695
Olmstead, Minn.	14,936	392	2,264	2,468	12,461
Lac Qui Parle, Minn.	14,903	393	1,970	8,867	6,035
Kent, Del.	14,900	394	1,938	7,399	7,483
Seneca, Ohio	14,898	395	2,288	8,163	6,723
Henry, Iowa	14,879	396	1,703	3,684	11,189
Madison, N. Y.	14,868	397	2,057	2,058	12,731
Cayuga, N. Y.	14,852	398	2,491	5,551	9,228
Hendricks, Ind.	14,811	399	2,142	4,504	10,301
Ulster, N. Y.	14,807	400	1,915	6,921	7,837
Total 400 Leading Counties	10,573,288		1,077,660	5,856,719	4,661,721
% of U. S. A.	43.3		22.6	47.9	39.1
United States Total	24,644,477		4,782,416	12,221,625	12,292,424

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Here's an Old Timer's Secret

How come you get greater response from advertising in MICHIGAN FARMER? Because *9 out of 10* Michigan farm families read it regularly. Why the statewide popularity? Concentration on Michigan agriculture alone —more than 100 years of it.

What about farm income? Right up there. Michigan is a top-third state. And Michigan farmers diversify more than those in any other state. They keep the dollars rolling in *steadily* all year long.

Why not include the prosperous states of Ohio and Pennsylvania, served by THE OHIO FARMER and PENNSYLVANIA FARMER? All 3 papers are published twice each month, gravure printed in 4 colors to save you the cost of plates. Write 1010 Rockwell Avenue, Cleveland 14, Ohio, for more facts.



Michigan Farmer

EAST LANSING, MICHIGAN

THE OHIO FARMER, Cleveland

PENNSYLVANIA FARMER, Harrisburg

The Farm Market by States and Sections

Selected Factors From 1954 Census Reports

	FARM EXPENDITURES								PERCENTAGES OF U. S. TOTALS							
	Machine Hire ($000)	Hired Labor ($000)	Fertilizers ($000)	Lime, Liming Materials ($000)	Live Stock Feed ($000)	Gasoline and Fuel ($000)	Farm Equipment Dealers ($000)	Feed-Farm Supply Stores ($000)	Machine Hire	Hired Labor	Fertilizers	Lime	Live Stock	Gasoline	Farm Equipment	Feed Farm
NEW ENGLAND																
Connecticut	1,118	18,252	4,287	330	41,546	3,290	9,139	58,633	.17	.60	.40	.47	1.06	.24	.33	1.38
Maine	1,222	18,774	10,239	240	37,730	5,329	9,134	40,551	.19	.62	.95	.35	.97	.39	.33	.99
Massachusetts	1,173	24,454	3,461	283	45,196	4,415	18,761	60,066	.18	1.07	.32	.41	1.16	.32	.67	1.47
New Hampshire	526	5,820	897	102	21,817	1,713	3,950	29,964	.08	.25	.08	.15	.56	.13	.14	.73
Rhode Island	117	1,825	328	29	4,575	536	1,584	8,756	.02	.08	.03	.04	.12	.04	.06	.21
Vermont	1,289	10,306	2,202	313	30,053	4,070	7,866	29,243	.20	.45	.20	.45	.77	.30	.27	.71
	5,445	79,431	21,415	1,297	180,917	19,354	50,234	225,213	.84	3.47	1.98	1.87	4.64	1.42	1.80	5.49
MIDDLE ATLANTIC																
New Jersey	2,050	41,817	11,899	1,036	88,875	8,841	23,350	116,854	.32	1.83	1.10	1.49	2.28	.65	.83	2.85
New York	11,020	88,105	27,257	3,789	171,549	31,995	85,141	260,809	1.72	3.86	2.52	5.45	4.39	2.34	3.04	6.37
Pennsylvania	12,787	62,975	31,201	5,022	183,124	31,412	81,033	200,908	2.00	2.76	2.89	7.23	4.69	2.30	2.89	4.91
	25,857	192,898	70,356	9,847	443,549	72,248	189,524	578,571	4.04	8.45	6.51	14.17	11.36	5.29	6.76	14.13
EAST NORTH CENTRAL																
Illinois	25,631	67,425	57,906	8,676	206,849	86,455	191,696	208,219	4.02	2.95	5.36	12.49	5.30	6.32	6.84	5.09
Indiana	17,397	37,914	60,042	5,229	156,381	47,251	118,913	158,581	2.73	1.66	5.56	7.53	4.00	3.45	4.24	3.87
Michigan	15,281	40,744	32,833	1,543	68,302	36,601	100,856	73,071	2.39	1.78	3.04	2.22	1.75	2.68	3.60	1.78
Ohio	18,404	45,851	51,711	6,511	134,491	47,228	131,306	205,205	2.88	2.01	4.79	9.37	3.44	3.45	4.68	5.01
Wisconsin	19,233	45,878	25,738	3,023	129,902	49,896	99,820	162,149	3.01	2.01	2.38	4.35	3.33	3.65	3.56	3.96
	95,945	237,812	228,229	24,981	695,924	267,428	642,593	807,225	15.03	10.41	21.13	35.96	17.82	19.55	22.92	19.71
WEST NORTH CENTRAL																
Iowa	31,695	54,108	46,969	4,583	330,359	84,263	204,368	226,879	4.97	2.37	4.35	6.60	8.46	6.16	7.29	5.54
Kansas	24,944	31,717	18,569	1,108	96,792	58,286	102,230	75,664	3.91	1.39	1.72	1.59	2.48	4.26	3.65	1.85
Minnesota	26,228	41,123	23,203	995	153,886	73,707	144,346	133,093	4.11	1.80	2.15	1.43	3.94	5.39	5.15	3.25
Missouri	25,729	41,719	44,795	4,383	154,356	44,824	100,534	164,902	4.03	1.83	4.15	6.31	3.95	3.28	3.58	4.02
Nebraska	18,640	30,878	21,433	1,281	130,880	55,384	102,080	75,543	2.92	1.35	1.98	1.84	3.35	4.05	3.64	1.85
North Dakota	10,296	25,300	4,518	0	17,204	49,927	75,033	19,896	1.61	1.11	.42	.00	.44	3.65	2.68	.48
South Dakota	13,047	18,708	3,211	2	44,182	40,893	63,559	26,459	2.04	.82	.30	.00	1.13	2.99	2.27	.65
	150,628	243,552	162,696	12,352	927,659	407,285	792,170	722,246	23.59	10.67	15.07	17.77	23.75	29.78	28.26	17.64
SOUTH ATLANTIC																
Delaware	830	7,780	3,907	309	40,655	2,559	3,896	45,622	.13	.34	.36	.44	1.04	.19	.14	1.11
District of Columbia	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)		718	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)		.02
Florida	12,686	84,225	51,855	2,883	45,476	15,073	25,808	84,089	1.99	3.69	4.80	4.15	1.16	1.10	.92	2.05
Georgia	11,317	48,315	54,859	1,658	100,748	27,520	47,197	108,253	1.77	2.12	5.06	2.39	2.58	2.01	1.68	2.64
Maryland	3,797	26,155	12,849	1,850	54,941	10,022	24,137	72,849	.59	1.15	1.19	2.66	1.41	.73	.86	1.78
North Carolina	15,040	63,044	69,498	1,907	73,367	39,742	78,140	93,956	2.36	2.76	6.44	2.74	1.88	2.91	2.79	2.30
South Carolina	6,445	29,031	36,058	683	72,880	15,948	25,837	30,720	1.01	1.23	3.34	.98	.61	1.17	.92	.75
Virginia	7,731	44,383	29,099	2,106	72,866	17,110	43,549	102,031	1.21	1.94	2.69	3.03	1.87	1.25	1.55	2.49
West Virginia	1,887	9,467	3,217	628	28,962	3,639	7,520	24,971	.29	.41	.30	.90	.74	.27	.27	.61
	59,713	312,400	261,141	12,024	440,895	131,614	256,084	563,209	9.35	13.64	24.18	17.29	11.29	9.65	9.13	13.75
EAST SOUTH CENTRAL																
Alabama	8,453	29,539	40,320	1,163	82,248	15,783	31,736	54,452	1.32	1.29	3.73	1.67	1.34	1.15	1.13	1.33
Kentucky	10,175	30,358	27,586	3,074	47,462	19,128	45,916	54,453	1.59	1.33	2.55	4.42	1.22	1.40	1.64	1.33
Mississippi	19,145	45,918	40,774	1,007	46,172	23,511	40,224	58,760	3.00	2.01	3.78	1.45	1.18	1.72	1.43	1.44
Tennessee	9,700	28,588	28,797	770	46,775	18,748	38,420	72,314	1.52	1.25	2.48	1.11	1.20	1.37	1.37	1.77
	47,473	134,403	135,477	6,015	192,657	77,170	158,296	239,979	7.43	5.88	12.54	8.65	4.94	5.64	5.57	5.87
WEST SOUTH CENTRAL																
Arkansas	16,386	56,152	22,024	472	71,923	27,131	54,131	68,711	2.56	2.46	2.04	.68	1.84	1.98	1.93	1.68
Louisiana	10,788	39,393	18,928	490	31,756	17,762	33,402	39,006	1.69	1.73	1.75	.71	.81	1.30	1.19	.95
Oklahoma	19,359	31,602	7,123	280	77,074	27,776	48,849	46,135	3.03	1.38	.66	.40	1.97	2.03	1.74	1.13
Texas	74,367	228,396	30,821	232	220,693	105,823	157,838	232,631	11.65	10.00	2.85	.33	5.65	7.74	5.63	5.68
	120,879	355,544	78,897	1,473	401,445	178,493	294,220	386,483	18.93	15.57	7.30	2.12	10.27	13.05	10.49	9.44
MOUNTAIN																
Arizona	16,055	51,783	12,426	11	21,138	10,684	14,894	17,717	2.52	2.27	1.15	.02	.54	.78	.53	.43
Colorado	9,312	33,606	3,931	6	64,544	23,897	33,212	34,387	1.46	1.47	.36	.01	1.65	1.75	1.18	.84
Idaho	9,510	30,442	8,380	...	26,724	19,087	39,851	16,578	1.49	1.33	.78	....	.68	1.40	1.42	.40
Montana	8,594	26,705	2,226	2	17,224	24,881	47,611	25,001	1.35	1.17	.21	.00	.44	1.82	1.70	.61
Nevada	936	5,935	258	1	4,755	2,091	2,660	3,405	.14	.26	.02	.00	.12	.18	.09	.08
New Mexico	4,744	24,675	2,387	4	22,100	8,950	9,719	13,121	.74	1.08	.22	.01	.57	.65	.35	.32
Utah	4,019	13,005	1,566	1	23,145	7,539	11,327	16,236	.63	.57	.15	.00	.59	.55	.40	.40
Wyoming	2,288	14,845	1,001	2	14,876	7,739	9,773	8,990	.35	.65	.09	.00	.38	.57	.35	.22
	55,459	200,996	32,175	26	194,328	104,867	169,047	135,435	8.68	8.80	2.98	.04	4.97	7.67	6.02	3.30
PACIFIC																
California	59,738	410,712	63,005	804	324,004	69,482	182,817	283,717	9.36	17.99	5.83	1.16	8.29	5.06	5.45	6.93
Oregon	6,952	47,524	11,674	357	46,605	17,704	41,057	64,522	1.09	2.08	1.08	.51	1.19	1.29	1.46	1.58
Washington	9,966	64,073	14,200	301	58,267	20,618	60,490	86,886	1.56	2.81	1.31	.43	1.49	1.51	2.16	2.12
	76,657	522,309	88,879	1,462	428,876	107,785	284,364	435,105	12.01	22.88	8.22	2.10	10.97	7.68	9.07	10.63
Total U. S.	638,057	2,279,344	1,079,265	99,477	3,906,048	1,386,245	2,804,532	4,093,468	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

(NA) Not Available

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The Farm Market by States and Sections

Selected Factors From 1954 Census Reports

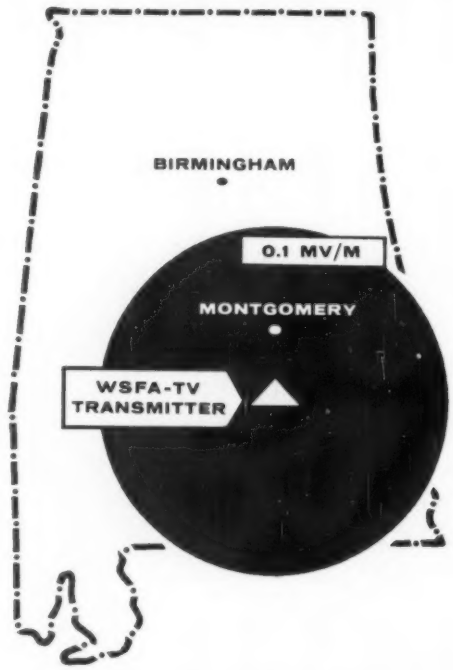
	No. of Farms	Average Value, per Farm (Land & Bldgs.)	VALUE OF FARM PRODUCTS SOLD				PERCENTAGES OF FARMS REPORTING EQUIPMENT									
			Total ($000)	Crops ($000)	Livestock, Poultry and Products ($000)	Forest Products ($000)	Telephones	Electricity	Home Freezers	TV Sets	Motor Trucks	Tractors	Grain Combines	Corn Pickers	Power Feed Grinder	Milking Machines
NEW ENGLAND																
Connecticut	12,753	25,971	123,309	46,337	76,737	235	93.2	98.6	48.9	68.7	66.6	65.3	1.0	0.9	3.2	27.2
Maine	23,368	9,392	139,541	64,071	70,711	4,759	72.7	94.2	35.1	38.1	58.0	57.4	4.7	0.1	2.9	21.8
Massachusetts	17,361	18,552	125,226	43,449	81,028	749	89.5	98.2	38.6	69.1	54.5	58.7	0.5	0.4	2.3	23.7
New Hampshire	10,411	11,989	45,338	5,808	38,079	1,452	78.8	97.2	38.0	52.6	60.3	54.7	1.2	0.4	2.2	26.6
Rhode Island	2,004	26,475	15,317	4,789	10,509	19	85.3	98.9	33.8	76.3	62.8	52.3	1.1	1.3	4.4	24.6
Vermont	15,981	12,662	86,446	5,130	76,882	4,434	74.5	97.0	41.5	38.0	56.0	66.3	2.2	0.2	2.6	61.3
	81,878	15,303	535,177	169,586	353,945	11,647	80.9	96.8	39.6	52.2	58.6	60.2	2.2	0.3	2.7	31.3
MIDDLE ATLANTIC																
New Jersey	22,686	29,635	242,033	94,737	147,148	148	87.8	98.7	43.7	82.6	66.4	67.6	10.7	8.8	7.8	16.8
New York	105,714	15,844	688,488	202,009	481,451	5,028	82.9	97.9	47.7	68.4	50.8	79.8	15.6	4.4	7.9	48.5
Pennsylvania	126,876	14,039	603,551	176,419	423,964	3,167	68.8	96.4	47.9	55.4	46.9	77.2	17.1	12.6	17.8	30.5
	257,276	16,156	1,514,071	473,164	1,032,563	8,343	76.3	97.3	47.4	63.2	50.2	77.4	15.9	8.9	12.8	36.7
EAST NORTH CENTRAL																
Illinois	175,543	40,083	1,505,637	720,397	784,610	630	73.9	96.3	51.0	52.1	52.0	84.2	50.2	55.1	33.0	18.4
Indiana	153,593	24,303	906,019	385,277	519,660	1,082	72.1	96.6	50.3	59.4	45.3	78.0	32.4	40.5	17.5	19.6
Michigan	138,922	15,800	545,071	293,723	288,030	3,318	66.9	97.9	43.3	55.9	44.7	85.7	30.5	16.8	13.7	33.4
Ohio	177,074	20,937	844,013	368,068	474,414	1,531	71.6	97.0	44.8	65.1	39.0	77.7	29.9	30.5	15.8	23.7
Wisconsin	153,558	14,789	792,882	104,199	684,259	4,423	67.2	96.8	42.1	39.3	51.2	68.5	20.6	15.2	16.8	65.6
	798,690	23,717	4,593,621	1,831,664	2,750,973	10,985	70.5	96.9	46.5	54.6	46.4	82.6	33.2	32.5	19.8	31.5
WEST NORTH CENTRAL																
Iowa	192,933	35,090	1,839,989	451,528	1,388,007	453	87.2	97.4	40.7	54.9	41.5	87.9	45.2	61.8	41.2	25.1
Kansas	120,167	33,117	802,340	426,282	373,890	168	74.8	92.8	30.3	28.3	70.2	85.4	56.9	16.1	39.0	14.5
Minnesota	165,225	21,051	983,995	348,126	633,976	1,893	68.3	94.1	38.6	33.3	48.8	89.3	36.1	37.5	31.8	44.8
Missouri	201,614	13,815	733,734	269,936	462,291	1,507	52.7	93.5	25.3	31.4	43.5	63.9	21.4	16.8	20.6	9.8
Nebraska	100,846	33,713	880,842	308,526	572,247	69	72.6	94.7	37.2	33.9	59.8	88.9	48.8	58.1	47.8	13.8
North Dakota	81,943	24,110	376,122	256,655	119,437	30	45.9	90.3	40.8	16.1	80.9	93.9	74.1	9.2	26.9	19.2
South Dakota	62,520	28,263	436,001	160,326	275,619	55	59.9	91.0	35.0	17.0	62.2	91.5	50.9	51.6	35.9	14.2
	905,248	26,151	6,053,022	2,223,380	3,825,468	4,175	68.1	94.1	34.7	34.7	53.2	83.3	42.8	36.8	34.0	21.5
SOUTH ATLANTIC																
Delaware	6,297	20,287	81,565	22,795	58,566	204	84.2	95.3	52.1	60.2	60.2	78.7	25.5	28.4	9.3	17.9
District of Columbia	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Florida	57,543	33,627	486,116	355,235	107,375	3,506	36.0	87.0	28.9	23.4	45.9	39.3	1.5	1.8	2.4	2.0
Georgia	165,523	8,710	448,426	243,982	189,748	14,696	22.1	92.1	22.6	27.6	41.1	40.6	5.5	2.8	5.0	2.1
Maryland	32,500	21,258	195,072	69,056	125,004	1,012	68.1	92.8	44.5	61.9	51.9	71.8	16.8	15.4	16.9	19.6
North Carolina	267,906	8,758	733,461	597,889	127,447	8,125	16.9	93.7	22.0	26.3	30.0	38.9	5.6	2.5	2.5	2.0
South Carolina	124,203	7,769	251,711	193,538	53,920	4,254	17.4	87.9	21.1	20.0	28.2	28.5	5.7	0.7	3.0	1.4
Virginia	136,416	11,389	363,699	172,166	184,186	7,347	33.6	91.7	23.4	32.0	37.2	40.2	6.4	4.4	6.5	3.7
West Virginia	68,583	7,248	90,461	22,057	66,725	1,680	31.7	92.3	18.4	29.2	35.7	27.9	1.2	1.2	7.0	4.5
	858,971	11,123	2,630,511	1,676,717	912,970	40,824	25.5	91.6	23.4	28.2	35.6	38.6	5.7	3.1	4.9	3.2
EAST SOUTH CENTRAL																
Alabama	176,956	6,816	303,657	183,549	111,605	8,503	15.9	87.7	16.5	18.2	33.5	30.4	2.6	1.7	3.3	1.4
Kentucky	193,487	8,900	424,654	255,424	167,366	1,864	25.9	89.7	15.6	23.7	32.2	36.9	4.5	5.4	7.4	4.7
Mississippi	215,915	7,053	459,976	351,312	102,917	5,747	13.8	84.9	16.8	13.7	31.9	24.4	2.9	0.9	3.5	2.3
Tennessee	203,149	8,049	353,215	204,810	144,887	3,519	30.3	90.8	17.6	24.8	33.2	35.9	5.4	2.2	5.8	3.8
	789,507	7,709	1,541,502	995,094	526,775	19,633	21.5	88.2	16.7	20.0	32.7	31.8	3.9	2.5	5.0	3.1
WEST SOUTH CENTRAL																
Arkansas	145,076	9,496	491,765	377,186	111,713	2,866	16.8	90.5	19.1	20.2	46.3	36.8	7.5	1.0	4.4	3.0
Louisiana	111,127	11,497	309,791	240,000	67,850	1,941	25.6	91.2	33.7	20.2	37.3	30.6	3.6	0.6	3.5	2.9
Oklahoma	118,979	18,964	409,386	217,008	192,093	285	44.7	90.9	26.0	34.9	60.7	61.3	21.4	1.9	19.3	7.4
Texas	292,947	30,711	1,642,069	1,085,157	554,516	2,396	38.0	91.9	31.9	30.5	52.5	59.4	12.3	2.4	12.6	3.4
	668,129	20,817	2,853,010	1,919,350	926,171	7,489	32.5	91.3	28.4	27.3	50.1	50.0	11.4	1.7	10.5	4.0
MOUNTAIN																
Arizona	9,321	115,330	328,197	238,690	88,668	839	56.2	90.7	47.9	41.0	70.6	57.6	7.0	0.3	11.8	8.6
Colorado	40,749	37,513	379,900	129,823	249,786	291	67.4	93.2	39.2	27.3	78.7	79.6	29.8	6.8	26.2	13.1
Idaho	38,740	33,466	332,126	196,684	133,890	1,552	67.4	96.3	43.1	29.4	70.2	79.3	30.5	0.7	16.2	37.0
Montana	33,061	44,653	339,481	184,581	153,977	923	38.8	88.5	50.9	9.0	86.5	86.8	48.0	0.7	25.4	11.1
Nevada	2,857	78,162	33,744	5,059	28,634	52	63.1	82.7	49.6	8.9	80.6	72.2	14.0	0.4	18.5	11.9
New Mexico	21,070	50,078	155,090	84,424	70,518	149	27.2	82.0	32.4	17.4	66.1	49.3	12.0	0.3	16.0	4.5
Utah	22,826	25,652	126,576	36,981	89,505	90	74.2	95.4	37.6	42.6	62.1	66.3	14.2	0.2	11.4	18.7
Wyoming	11,402	46,935	115,135	24,732	90,166	237	51.6	89.4	43.7	7.6	86.0	82.7	33.1	1.2	26.0	9.9
	668,129	43,191	1,810,249	900,974	905,142	4,132	56.7	91.4	42.1	24.4	74.8	74.6	28.0	2.0	19.9	17.1
PACIFIC																
California	123,075	69,620	2,260,921	1,477,945	778,956	4,020	77.2	96.5	45.7	57.6	63.1	62.6	5.6	0.4	5.7	12.8
Oregon	54,441	30,178	346,347	195,186	137,111	14,051	70.9	96.8	41.7	29.3	61.7	74.1	18.2	0.6	11.0	18.0
Washington	65,175	31,018	506,045	358,565	142,352	5,128	73.9	97.3	37.2	44.8	59.3	70.5	12.4	0.2	7.9	17.3
	242,691	50,406	3,113,314	2,031,695	1,058,418	23,199	74.9	96.7	42.5	47.8	61.8	67.3	10.3	0.4	7.5	15.2
TOTAL U. S.	4,782,416	20,405	24,644,477	12,221,625	12,292,424	130,428	48.8	93.0	32.2	35.5	46.3	60.1	19.3	14.1	14.8	14.9

(NA) Not Available

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Cover this market best with

WSFA-TV

Montgomery—VHF Ch. 12

It's true: 1,000,000 people live in the big, rapidly-growing industrial market of Central and Southern Alabama —and WSFA-TV covers this market better than any other single medium!

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* *number of people within WSFA-TV 0.1 MV/M contour, Sales Management, Dec. 1956*

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WSFA-TV

Montgomery

NBC ABC CHANNEL 12

WKY-TV
Oklahoma City
WKY-RADIO
Oklahoma City
WTVT
Tampa

The WKY Television System, Inc.

SALES MANAGEMENT'S 1957 Survey of TV Homes and Percent of TV Coverage

By States and Counties, Metropolitan Areas



Number of TV Homes
39,011,500

% of TV Coverage
78.8

The rapid growth of television as an entertainment and advertising medium during the past decade has made it difficult to provide accurate records of the degree to which it has penetrated the American home. RETMA estimates that as of January 1, 1957 over 50 million TV sets have been manufactured in the U. S. since 1946. With allowance for scrappage, multiple ownership and institutional sales, the number of private households containing at least one television set has been set at about 39 million, representing a coverage ratio of 79%. Thus in the short space of a single decade it has become possible to reach four-fifths of all American homes through the television medium.

Beginning with the 1950 Census, there have been many attempts to ascertain the number of TV homes by county, but the industry's rapid growth quickly outmoded all successive counts. Today, with nearly 80% of all homes having at least one TV set, we are approaching the saturation level and cannot expect future growth to match the rate of the past decade.

Basically our estimates represent a nine month projection of the county-by-county estimates developed by the Advertising Research Foundation as of March 1956. These estimates, it will be recalled, rested on set ownership data from the latest A. C. Nielsen Cover-

TV Homes and % of Homes Covered by TV

SM Estimates, 1/1/57, for States and Counties

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes	STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes	STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of HoHes (thous.)	% of All Homes	STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes	STATE and COUNTY!	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
ALABAMA			Conecuh	1.6	38.3	Houston	8.0	59.2	Morgan	9.8	67.5	ARIZONA		
Autauga	1.7	42.5	Coosa	1.7	68.0	Jackson	4.4	51.1	Perry	2.2	55.0	Apache	.7	11.6
Baldwin	8.8	74.5	Covington	3.4	37.7	Jefferson	141.7	81.3	Pickens	2.1	42.0	Cochise	4.6	35.1
Barbour	2.8	43.7				Lamar	1.7	48.5	Pike	3.2	44.4	Coconino	2.2	27.5
Bibb	1.8	47.3	Crenshaw	2.3	52.2	Lauderdale	5.3	34.4	Randolph	2.8	57.1	Gila	4.4	55.0
Blount	4.4	64.7	Cullman	9.1	82.7	Lawrence	3.1	50.8	Russell	5.5	50.9	Graham	1.3	39.3
Bullock	1.8	51.4	Dale	2.3	48.9				SaintClair	4.2	66.6	Greenlee	2.3	60.5
Butler	2.9	48.3	Dallas	6.7	47.8	Lee	5.6	50.0	Shelby	5.8	76.3	Maricopa	124.2	82.1
Calhoun	15.0	63.8	DeKalb	4.9	44.1	Limestone	4.2	50.6	Sumter	2.0	39.2	Mohave	1.9	43.4
Chambers	4.7	49.4	Elmore	3.7	51.3	Lowndes	1.2	34.2				Navalo	2.1	27.2
Cherokee	2.2	59.4	Escambia	4.1	55.4	Macon	3.0	44.7	Talladega	10.8	65.4	Pima	48.6	74.4
			Etowah	16.9	60.3	Madison	11.4	51.8	Tallapoosa	4.6	52.2			
Chilton	3.4	53.1	Fayette	1.9	44.1	Marengo	3.0	44.7	Tuscaloosa	15.6	64.1	Pinal	10.1	66.8
Choctaw	1.6	39.0	Franklin	3.1	51.6	Marion	2.8	43.7	Walker	12.2	79.7	Santa Cruz	1.1	39.2
Clarke	2.8	45.1				Marshall	6.4	55.1	Washington	1.4	41.1	Yavapai	2.1	29.1
Clay	1.6	53.3	Geneva	2.0	33.8	Mobile	53.0	70.2	Wilcox	1.8	39.1	Yuma	7.3	57.9
Cleburne	1.4	61.8	Greene	1.4	41.1	Monroe	1.9	35.8	Winston	1.7	43.5			
Coffee	3.0	42.2	Hale	1.8	35.5							State Total	212.0	69.2
Colbert	3.8	32.7	Henry	1.6	43.2	Montgomery	35.7	80.0	State Total	509.9	62.4			

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Before using these figures read foreword, page 765

age Service, adjusted by a special Census Bureau TV supplement to its regular Current Population Surveys.

The updating procedure worked out by the SALES MANAGEMENT research staff and discussed briefly in the 1956 *Survey of Buying Power* is described here in greater detail. We first calculated for each county the ratio of gain of TV set sales for the full year 1956 as a percentage of the cumulated 1946 through 1955 total, as determined from RETMA set shipments data. This percentage gain was then applied to the ARF estimate of the number of TV homes as of March, 1956. This yielded of course an overestimate of current TV homes since no account was taken of scrappage, multiple and institutional ownership. Thus total RETMA set shipments in 1956 came to seven million, but the national gain in TV homes in this period was only of the order of four million. So final downward adjustments were applied on a regional basis to ensure that total TV homes would conform to the special Census Bureau samplings.

This technique has the virtue of allocating the largest gains in TV coverage to those counties whose TV set shipments in 1956 represented higher-than-average ratios of gain when compared with shipments in the 1946-1955 period. An example may illustrate: Autauga county (Alabama), credited with 1.4 thousand TV homes, or 35% of all homes, (by the last ARF count) was reported by RETMA to have about .5 thousand set shipments in 1956, representing an increase of 38% over the 1.3 thousand sets shipped in 1946-1955. Our procedure, after adjustment for obsolescence, etc., credits Autauga county with 1.7 thousand TV homes in January 1, 1957, or 42.5% of the total. In contrast, Jefferson county had 133.4 thousand TV homes last year, or 78% of total families, and was credited with 19.6 thousand TV set shipments in 1956, for a gain of 13% over the cumulated 1946-1955 total of 153.7 thousand sets. Our January 1, 1957 estimate of TV homes here comes to 141.7 thousand or 81.3% of all homes. Thus we see the greatest percentage gain in TV homes goes to Autauga county rather than Jefferson, since the latter was far more heavily "saturated".

One can assume of course that the number of TV homes in an area is a conservative measure of the impact and extent of coverage of the television medium in that area, since in addition to TV homes (many with more than one set) there are the so-called institutional sets, found in bars, hotels, restaurants, etc. Any area credited with TV coverage of over 90% can be considered close to maximum saturation. In the next three or four years the greatest percentage gains in TV coverage will continue to be made in rural areas, and it will not be very long before television achieves the kind of maximum penetration reached by radio in the 'thirties.

In these tables we show TV homes as of January 1, 1957, and the ratio to total families for all states, counties metropolitan areas. All such data are available from Market Statistics Inc., on IBM cards, subject to up-dating at periodic intervals according to the techniques described above.

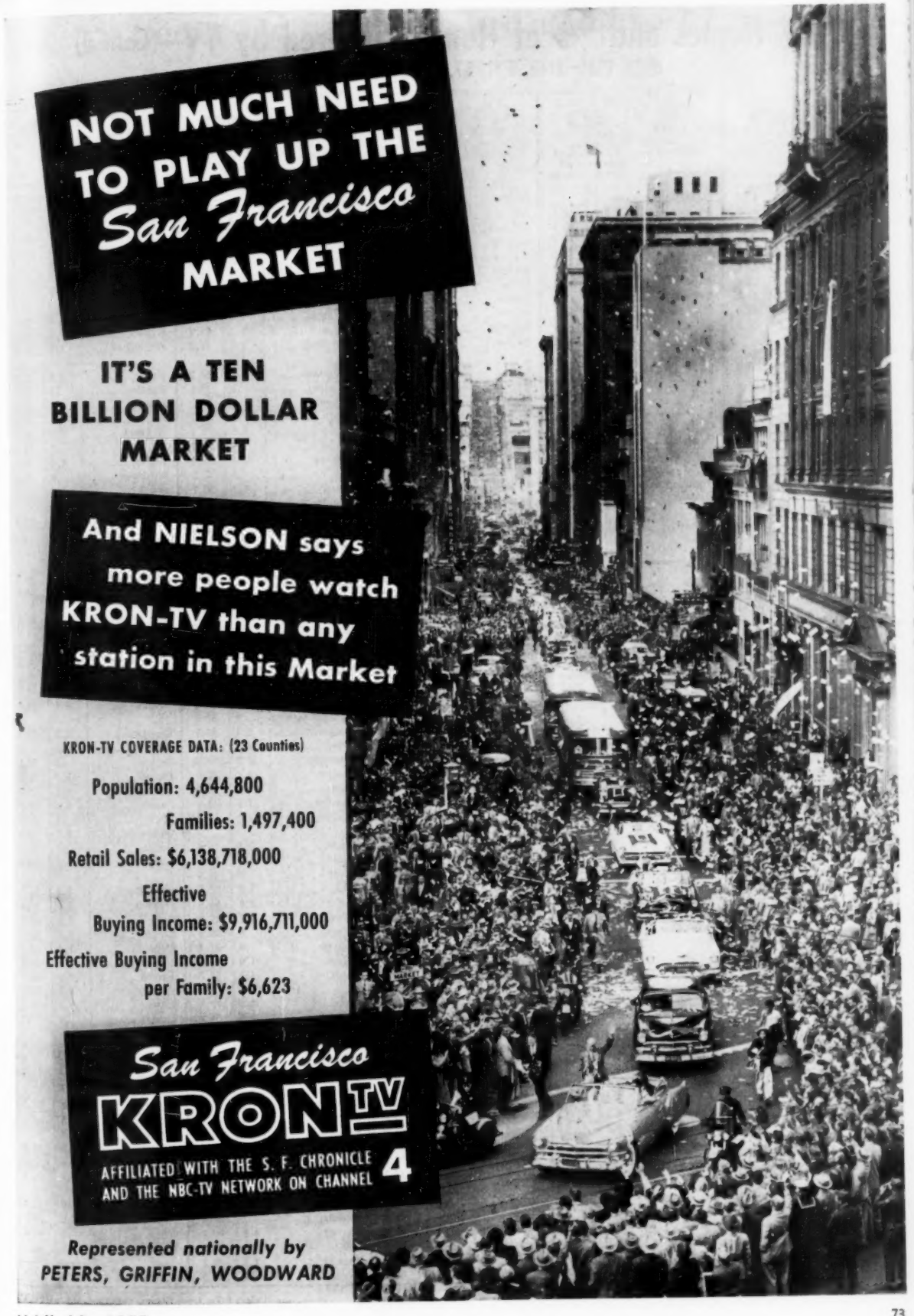
TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for States and Counties

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
ARKANSAS		
Arkansas	4.0	58.8
Ashley	2.5	47.1
Baxter	.8	34.7
Benton	3.2	29.6
Boone	1.8	43.9
Bradley	1.7	48.5
Calhoun	.6	40.0
Carroll	1.2	35.2
Chicot	2.7	49.0
Clark	2.8	45.6
Clay	2.5	41.6
Cleburne	.5	21.7
Cleveland	.6	33.3
Columbia	3.5	51.4
Conway	1.9	50.0
Craighead	8.8	64.7
Crawford	2.1	34.4
Crittenden	7.7	56.6
Cross	3.1	52.5
Dallas	1.5	50.0
Desha	2.3	36.5
Drew	2.0	51.2
Faulkner	3.0	52.6
Franklin	1.1	40.7
Fulton	.6	33.3
Garland	9.2	57.1
Grant	1.0	43.4
Greene	2.8	40.5
Hempstead	2.0	37.0
Hot Spring	3.0	42.2
Howard	1.4	53.8
Independence	3.2	59.2
Izard	.6	35.2
Jackson	3.3	48.4
Jefferson	13.3	55.6
Johnson	2.0	51.2
Lafayette	1.4	45.1
Lawrence	2.4	52.1
Lee	3.5	55.5
Lincoln	1.3	41.9
Little River	1.5	55.5
Logan	1.7	40.4
Lonoke	3.7	59.6
Madison	.9	37.5
Marion	.6	37.5
Miller	8.3	78.3
Mississippi	10.7	58.7
Monroe	2.7	55.1
Montgomery	.6	48.1
Nevada	1.4	43.7
Newton	.6	40.0
Ouachita	4.5	40.1
Perry	.6	60.0
Phillips	5.9	46.4
Pike	.8	38.0
Poinsett	4.1	56.9
Polk	1.4	40.0
Pope	1.9	35.8
Prairie	2.0	64.5
Pulaski	53.4	73.3
Randolph	1.1	35.4
St. Francis	4.6	52.8
Saline	3.9	55.7
Scott	.6	35.2
Searcy	.8	33.3
Sebastian	17.5	83.3
Sevier	1.2	57.1
Sharp	.5	27.7
Stone	.3	21.4
Union	8.7	55.0
Van Buren	.9	45.0
Washington	6.7	44.0
White	4.4	45.3
Woodruff	2.3	58.9
Yell	1.0	31.2
State Total	274.5	54.2
CALIFORNIA		
Alameda	239.3	81.5
Alpine		48.0
Amador	1.5	57.6
Butte	14.2	60.6
Calaveras	1.7	56.6
Colusa	1.8	50.0
Contra Costa	79.9	76.3
Del Norte	2.3	40.3
Eldorado	3.2	56.1
Fresno	73.6	74.1
Glenn	2.6	53.0
Humboldt	22.3	70.7
Imperial	9.7	52.4
Inyo	1.7	38.6
Kern	60.6	75.8
Kings	11.4	82.0
Lake	2.0	51.2
Lassen	1.3	26.5
Los Angeles	1,575.2	84.3
Madera	8.6	78.1
Marin	29.5	80.3
Mariposa	.7	53.8
Mendocino	8.2	34.6
Merced	16.4	65.3
Modoc	.7	22.5
Mono	.5	62.5
Monterey	38.8	74.9
Napa	7.4	41.3
Nevada	2.8	43.7
Orange	126.5	83.4
Placer	9.3	64.1
Plumas	2.0	52.6
Riverside	58.7	70.3
Sacramento	107.0	83.4
San Benito	2.5	56.8
San Bernardino	109.8	80.0
San Diego	242.2	84.0
San Francisco	242.8	84.3
San Joaquin	54.2	77.7
San Luis Obispo	11.3	54.5
San Mateo	99.0	80.6
Santa Barbara	25.9	71.5
Santa Clara	121.3	80.4
Santa Cruz	19.5	73.8
Shasta	6.9	43.9
Sierra	.4	57.1
Siskiyou	3.9	40.2
Solano	30.1	74.6
Sonoma	31.6	70.3
Stanislaus	29.1	64.8
Sutter	5.4	56.8
Tehama	3.3	51.5
Trinity	1.6	64.0
Tulare	33.5	76.8
Tuolumne	2.6	50.0
Ventura	39.9	83.4
Yolo	8.8	50.8
Yuba	5.4	54.5
State Total	3,650.2	79.9
COLORADO		
Adams	16.0	82.9
Alamosa	.6	21.4
Arapahoe	18.4	74.7
Archuleta	.2	33.3
Baca	.6	23.0
Bent	.6	27.2
Boulder	12.5	74.8
Chaffee	.9	40.9
Cheyenne	.3	27.2
Clear Creek	.6	50.0
Conejos	.5	20.8
Costilla	.3	25.0
Crowley	.7	50.0
Custer	.2	40.0
Delta	2.4	42.8
Denver	136.1	81.3
Dolores	.1	16.6
Douglas	.5	45.4
Eagle	.5	41.6
Elbert	.5	45.4

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NOT MUCH NEED TO PLAY UP THE San Francisco MARKET
IT'S A TEN BILLION DOLLAR MARKET
And NIELSON says more people watch KRON-TV than any station in this Market
KRON-TV COVERAGE DATA: (23 Counties)
Population: 4,644,800
Families: 1,497,400
Retail Sales: $6,138,718,000
Effective Buying Income: $9,916,711,000
Effective Buying Income per Family: $6,623
San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4
Represented nationally by PETERS, GRIFFIN, WOODWARD

TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for States and Counties

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
El Paso	23.0	61.9
Fremont	2.3	42.5
Garfield	.7	18.4
Gilpin	.1	50.0
Grand	.4	36.3
Gunnison	.3	17.6
Hinsdale		20.0
Huerfano	.9	31.0
Jackson	.3	42.8
Jefferson	21.8	78.7
Kiowa	.2	22.2
Kit Carson	.6	20.6
Lake	.7	38.8
La Plata	.8	17.3
Larimer	10.3	66.8
Las Animas	2.9	36.7
Lincoln	.9	47.3
Logan	3.1	56.3
Mesa	7.8	53.4
Mineral		20.0
Moffat	.5	27.7
Montezuma	1.0	33.3
Montrose	1.8	39.1
Morgan	3.4	60.7
Otero	4.2	52.5
Ouray	.1	16.6
Park	.2	40.0
Phillips	.7	53.8
Pitkin	.1	20.0
Prowers	1.6	30.7
Pueblo	18.4	60.3
Rio Blanco	.4	21.0
Rio Grande	.7	21.8
Routt	.5	19.2
Saguache	.4	28.5
San Juan	.1	25.0
San Miguel	.2	28.5
Sedgwick	.5	33.3
Summit	.1	25.0
Teller	.3	50.0
Washington	1.4	58.3
Weld	15.6	74.2
Yuma	1.1	33.3
State Total	322.9	66.9
CONNECTICUT		
Fairfield	152.1	87.1
Hartford	163.6	89.9
Litchfield	29.2	86.9
Middlesex	19.3	90.6
New Haven	157.8	87.5
New London	39.3	81.1
Tolland	12.8	85.3
Windham	17.5	83.7
State Total	591.8	87.5
DELAWARE		
Kent	14.5	93.5
New Castle	70.0	90.7
Sussex	21.5	93.0
State Total	106.0	91.6
DISTRICT OF COLUMBIA		
District of Columbia	223.9	87.9
State Total	223.9	87.9

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
FLORIDA		
Alachua	8.1	50.3
Baker	.9	69.2
Bay	9.4	59.4
Bradford	2.0	74.0
Brevard	11.3	71.0
Broward	57.6	90.2
Calhoun	1.1	57.8
Charlotte	1.3	68.4
Citrus	.6	37.5
Clay	3.5	72.9
Collier	2.5	67.5
Columbia	2.4	45.2
Dade	220.2	93.3
De Soto	1.0	43.4
Dixie	.5	55.5
Duval	91.3	79.0
Escambia	30.1	72.3
Flagler	.7	58.3
Franklin	.4	26.6
Gadsden	3.1	39.2
Gilchrist	.3	50.0
Glades	.4	57.1
Gulf	1.5	55.5
Hamilton	1.1	50.0
Hardee	1.4	42.4
Hendry	.9	50.0
Hernando	.9	39.1
Highlands	2.7	57.4
Hillsborough	94.4	94.2
Holmes	1.0	35.7
Indian River	2.3	48.9
Jackson	2.5	29.7
Jefferson	.8	33.3
Lafayette	.4	57.1
Lake	7.8	59.0
Lee	6.1	60.3
Leon	3.7	24.1
Levy	1.0	37.0
Liberty	.2	28.5
Madison	1.8	48.4
Manatee	10.7	74.8
Marion	5.7	44.1
Martin	1.6	50.0
Monroe	9.1	69.4
Nassau	2.6	68.4
Okaloosa	7.0	59.3
Okeechobee	.6	54.5
Orange	42.8	71.4
Osceola	2.7	60.0
Palm Beach	47.9	85.3
Pasco	3.6	46.7
Pinellas	69.9	81.0
Polk	29.8	64.6
Putnam	4.9	59.7
St. Johns	5.8	65.1
St. Lucie	3.6	45.0
Santa Rosa	3.1	55.3
Sarasota	9.4	56.6
Seminole	4.9	48.5
Sumter	1.3	44.8
Suwanee	1.9	47.5
Taylor	1.4	38.8
Union	.7	77.7
Volusia	14.4	45.8
Wakulla	.3	23.0
Walton	1.5	39.4
Washington	1.1	37.9
State Total	867.3	75.2

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
GEORGIA		
Appling	1.2	40.0
Atkinson	.6	35.2
Bacon	1.6	72.7
Baker	.4	36.3
Baldwin	2.5	45.4
Banks	.9	60.0
Barrow	2.2	64.7
Bartow	5.9	84.2
Ben Hill	1.3	34.2
Berrien	1.2	40.0
Bibb	24.9	64.0
Bleckley	1.1	52.3
Brantley	.6	40.0
Brooks	1.0	27.0
Bryan	.8	57.1
Bulloch	2.7	47.3
Burke	2.3	41.8
Butts	1.7	77.2
Calhoun	.7	35.0
Camden	1.4	60.8
Candler	.7	38.8
Carroll	7.0	81.3
Catoosa	3.5	79.5
Charlton	.7	63.6
Chatham	37.8	77.9
Chattahoochee	1.0	62.5
Chattooga	3.7	68.5
Cherokee	3.9	75.0
Clarke	6.4	58.1
Clay	.6	46.1
Clayton	6.9	88.4
Clinch	.6	40.0
Cobb	22.9	92.3
Coffee	2.5	41.6
Colquitt	3.8	41.3
Columbia	1.6	72.7
Cook	1.0	34.4
Coweta	4.9	63.6
Crawford	.7	58.3
Crisp	2.9	61.7
Dade	1.4	82.3
Dawson	.5	71.4
Decatur	3.1	40.7
De Kalb	46.5	86.5
Dodge	2.0	51.2
Dooly	1.8	58.0
Dougherty	10.7	67.7
Douglas	2.6	83.8
Early	1.3	32.5
Echols	.3	60.0
Effingham	1.0	45.4
Elbert	2.8	63.6
Emanuel	1.3	30.2
Evans	.8	53.3
Fannin	1.7	48.5
Fayette	1.7	89.4
Floyd	12.2	67.7
Forsyth	2.0	74.0
Franklin	2.0	62.5
Fulton	136.8	88.2
Gilmer	1.8	78.2
Glascock	.4	57.1
Glynn	6.0	62.5
Gordon	3.3	70.2
Grady	2.0	43.4
Greene	1.3	44.8
Gwinnett	5.6	65.8
Habersham	2.4	57.1
Hall	10.5	58.9

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
Hancock	.9	42.8
Haralson	3.1	53.7
Harris	1.8	59.2
Hart	2.0	62.5
Heard	.9	60.0
Henry	3.4	89.4
Houston	4.5	61.6
Irwin	1.1	47.8
Jackson	2.6	59.0
Jasper	1.0	62.5
Jeff Davis	1.0	41.6
Jefferson	2.4	57.1
Jenkins	.9	39.1
Johnson	.9	39.1
Jones	.7	43.7
Lamar	1.9	79.1
Lanier	.6	46.1
Laurens	4.5	58.4
Lee	.7	50.0
Liberty	1.2	54.5
Lincoln	.9	69.2
Long	.4	44.4
Lowndes	4.6	37.3
Lumpkin	.8	53.3
McDuffie	2.2	73.3
McIntosh	.8	50.0
Macon	2.0	64.5
Madison	1.5	57.6
Marion	.9	64.2
Meriwether	3.0	58.8
Miller	.7	35.0
Mitchell	1.6	30.7
Monroe	1.8	72.0
Montgomery	.6	37.5
Morgan	1.4	56.0
Murray	1.8	72.0
Muscogee	38.5	97.9
Newton	4.1	82.0
Oconee	.9	56.2
Oglethorpe	1.0	47.6
Paulding	2.4	88.8
Peach	1.7	56.6
Pickens	1.6	76.1
Pierce	.9	37.5
Pike	1.0	55.5
Polk	6.6	83.5
Pulaski	1.1	55.0
Putnam	.8	50.0
Quitman	.4	57.1
Rabun	1.0	58.8
Randolph	1.5	51.7
Richmond	31.3	71.2
Rockdale	1.8	81.8
Schley	.5	62.5
Screven	1.8	43.9
Seminole	.8	42.1
Spaulding	7.8	89.6
Stephens	2.7	86.2
Stewart	1.3	61.9
Sumter	3.3	53.2
Talbot	.9	50.0
Taliaferro	.7	77.7
Tattnall	1.7	50.0
Taylor	1.2	57.1
Telfair	1.0	37.0
Terrell	1.7	58.6
Thomas	4.6	50.0
Tift	2.5	39.0
Toombs	1.9	45.2
Towns	.6	60.0

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
Treutlen	.4	28.5
Troup	9.2	64.7
Turner	1.1	44.0
Twiggs	.6	35.2
Union	.9	52.9
Upson	3.5	51.4
Walker	7.7	66.3
Walton	3.0	61.2
Ware	5.9	65.5
Warren	1.2	60.0
Washington	1.7	36.1
Wayne	1.5	42.8
Webster	.4	50.0
Wheeler	.6	42.8
White	.7	50.0
Whitfield	9.2	90.1
Wilcox	1.2	54.5
Wilkes	1.8	66.6
Wilkinson	.8	36.3
Worth	1.8	42.8
State Total	679.6	69.4
IDAHO		
Ada	19.4	78.6
Adams	.4	44.4
Bannock	7.2	67.1
Bear Lake	.9	50.0
Benewah	1.1	78.5
Bingham	4.1	60.2
Blaine	.7	50.0
Boise	.4	66.6
Bonner	3.0	68.1
Bonneville	8.1	78.6
Boundary	1.3	81.2
Butte	.3	37.5
Camas	.1	33.3
Canyon	9.6	54.8
Caribou	1.1	52.3
Cassia	2.0	51.2
Clark	.1	50.0
Clearwater	1.7	80.9
Custer	.2	22.2
Elmore	2.2	70.9
Franklin	1.3	54.1
Fremont	1.6	69.5
Gem	1.2	50.0
Gooding	1.7	53.1
Idaho	1.2	38.7
Jefferson	1.7	85.3
Jerome	2.0	58.8
Kootenai	5.9	68.6
Latah	3.2	47.0
Lemhi	.5	27.7
Lewis	.7	58.3
Lincoln	.5	45.4
Madison	1.6	66.6
Minidoka	1.1	47.8
Nez Perce	4.0	54.0
Oneida	.5	55.5
Owyhee	1.1	64.7
Payette	1.8	48.6
Power	.4	50.0
Shoshone	3.4	50.7
Teton	.5	71.4
Twin Falls	7.0	51.0
Valley	.5	41.6
Washington	1.6	64.0
State Total	106.9	60.2

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TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for States and Counties

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
ILLINOIS		
Adams	19.2	88.0
Alexander	4.5	62.5
Bond	3.8	86.3
Boone	3.8	69.0
Brown	1.6	76.1
Bureau	9.7	80.8
Calhoun	1.4	82.3
Carroll	4.9	75.3
Cass	3.6	83.7
Champaign	28.1	84.6
Christian	9.8	79.0
Clark	3.8	67.8
Clay	2.4	45.2
Clinton	5.6	87.5
Coles	9.1	67.4
Cook	1,401.1	91.9
Crawford	4.7	69.1
Cumberland	2.1	70.0
De Kalb	11.3	87.5
De Witt	3.6	69.2
Douglas	3.5	67.3
Du Page	68.0	93.6
Edgar	5.1	67.1
Edwards	1.4	53.8
Effingham	5.1	80.9
Fayette	4.7	71.2
Ford	4.1	82.0
Franklin	8.7	53.7
Fulton	11.9	81.5
Gallatin	1.2	46.1
Greene	4.7	82.4
Grundy	6.0	86.9
Hamilton	1.6	44.4
Hancock	6.1	74.3
Hardin	1.1	52.3
Henderson	2.1	84.0
Henry	15.1	94.9
Iroquois	6.5	63.1
Jackson	8.3	69.7
Jasper	2.5	71.4
Jefferson	6.5	55.5
Jersey	3.9	81.2
Jo Daviess	5.0	74.6
Johnson	1.1	50.0
Kane	47.1	94.3
Kankakee	19.0	88.3
Kendall	3.4	91.8
Knox	16.0	88.3
Lake	68.6	95.9
La Salle	20.0	62.1
Lawrence	3.5	55.5
Lee	7.1	69.6
Livingston	7.3	67.5
Logan	7.7	87.5
McDonough	6.7	72.8
McHenry	16.1	89.4
McLean	17.3	66.5
Macon	25.6	71.1
Macoupin	11.1	81.6
Madison	57.5	86.5
Marion	10.9	79.5
Marshall	2.9	74.3
Mason	3.0	61.2
Massac	2.4	51.0
Menard	1.6	59.2
Mercer	4.5	86.5
Monroe	3.4	85.0
Montgomery	6.6	64.7
Morgan	7.2	72.7
Moultrie	2.9	74.3
Ogle	7.0	65.4
Peoria	52.3	90.4
Perry	4.6	73.0
Piatt	3.0	73.1
Pike	5.2	78.7
Pope	[illegible]	53.3
Pulaski	2.3	52.2
Putnam	.9	75.0
Randolph	7.0	85.3
Richland	3.0	48.3
Rock Island	42.0	92.7
St. Clair	62.6	89.4
Saline	7.3	69.5
Sangamon	33.8	74.4
Schuyler	2.4	80.0
Scott	1.7	80.9
Shelby	5.6	74.6
Stark	1.9	73.0
Stephenson	12.6	88.7
Tazewell	25.7	94.1
Union	2.9	54.7
Vermilion	19.6	67.1
Wabash	2.5	54.3
Warren	6.9	86.2
Washington	3.2	72.7
Wayne	3.9	51.3
White	2.9	44.6
Whiteside	15.4	92.7
Will	42.6	93.0
Williamson	10.2	62.1
Winnebago	49.5	86.3
Woodford	4.6	68.6
State Total	2,543.6	86.6
INDIANA		
Adams	5.2	77.6
Allen	58.3	89.4
Bartholomew	12.6	93.3
Benton	2.8	87.5
Blackford	2.6	63.4
Boone	7.6	91.5
Brown	1.0	66.6
Carroll	3.7	71.1
Cass	10.6	86.8
Clark	15.6	89.1
Clay	5.0	62.5
Clinton	9.1	90.0
Crawford	1.6	61.5
Daviess	5.6	68.2
Dearborn	7.5	94.9
Decatur	4.6	82.1
DeKalb	7.6	88.3
Delaware	29.0	85.7
Dubois	4.2	60.8
Elkhart	20.9	69.8
Fayette	6.3	79.7
Floyd	14.6	91.8
Fountain	4.6	79.3
Franklin	3.7	80.4
Fulton	4.3	81.1
Gibson	6.3	65.6
Grant	18.1	87.0
Greene	8.0	89.8
Hamilton	9.4	95.9
Hancock	6.3	87.5
Harrison	3.7	71.1
Hendricks	10.6	84.1
Henry	11.0	73.8
Howard	17.1	90.0
Huntington	7.0	66.6
Jackson	6.1	68.5
Jasper	4.4	81.4
Jay	4.6	61.3
Jefferson	5.6	87.5
Jennings	3.6	87.8
Johnson	9.6	86.4
Knox	12.3	88.4
Kosciusko	7.9	71.1
LaGrange	2.9	65.9
Lake	126.0	93.6
La Porte	23.8	88.8
Lawrence	9.2	84.4
Madison	34.0	92.1
Marion	181.2	91.7
Marshall	8.1	81.0
Martin	2.0	64.5
Miami	6.0	63.1
Monroe	13.0	88.4
Montgomery	9.2	91.0
Morgan	9.5	92.2
Newton	3.0	88.2
Noble	7.3	90.1
Ohio	1.1	91.6
Orange	3.0	61.2
Owen	3.2	91.4
Parke	3.4	72.3
Perry	3.2	64.0
Pike	2.6	59.0
Porter	12.7	91.3
Posey	5.2	86.6
Pulaski	3.1	79.4
Putnam	4.3	63.2
Randolph	7.9	87.7
Ripley	4.9	83.0
Rush	5.1	83.6
St. Joseph	66.4	91.0
Scott	3.9	88.6
Shelby	8.6	88.6
Spencer	2.3	62.1
Starke	4.2	79.2
Steuben	3.4	69.3
Sullivan	4.4	72.1
Switzerland	1.8	90.0
Tippecanoe	16.5	69.0
Tipton	3.6	76.5
Union	1.3	81.2
Vanderburgh	41.2	72.4
Vermillion	4.7	74.6
Vigo	32.9	94.2
Wabash	6.0	62.5
Warren	2.1	84.0
Warrick	4.6	64.7
Washington	3.7	74.0
Wayne	18.2	77.7
Wells	4.7	75.8
White	4.2	71.1
Whitley	5.7	89.0
State Total	1,139.5	81.8
IOWA		
Adair	2.4	63.1
Adams	1.8	69.2
Allamakee	2.7	60.0
Appanoose	3.6	59.0
Audubon	3.1	91.1
Benton	6.4	91.4
Black Hawk	31.4	90.2
Boone	6.8	85.0
Bremer	4.3	76.7
Buchanan	5.3	89.8
Buena Vista	4.6	65.7
Butler	4.0	75.4
Calhoun	3.3	63.4
Carroll	5.6	87.5
Cass	5.5	90.1
Cedar	5.1	92.7
Cerro Gordo	13.7	86.3
Cherokee	4.6	90.1
Chickasaw	2.8	65.1
Clarke	1.5	50.0
Clay	3.7	60.6
Clayton	3.8	60.3
Clinton	15.5	94.5
Crawford	4.7	87.0
Dallas	6.4	84.2
Davis	2.1	72.4
Decatur	1.9	52.7
Delaware	4.7	94.0
Des Moines	12.9	88.9
Dickinson	2.3	58.9
Dubuque	17.7	86.3
Emmet	2.3	54.7
Fayette	4.6	58.2
Floyd	4.5	64.2
Franklin	3.9	78.0
Fremont	2.9	87.8
Greene	4.0	85.1
Grundy	3.4	80.9
Guthrie	3.7	88.0
Hamilton	5.6	90.3
Hancock	3.0	71.4
Hardin	6.6	90.4
Harrison	5.1	94.4
Henry	3.9	70.9
Howard	2.0	52.6
Humboldt	2.1	53.8
Ida	2.8	87.5
Iowa	3.4	72.3
Jackson	4.8	87.2
Jasper	8.9	89.0
Jefferson	4.0	72.7
Johnson	8.8	86.6
Jones	4.7	83.9
Keokuk	3.9	72.2
Kossuth	4.2	55.2
Lee	8.0	60.1
Linn	33.9	90.6
Louisa	2.3	71.8
Lucas	1.8	51.4
Lyon	3.6	87.8
Madison	3.3	82.5
Mahaska	4.9	64.4
Marion	6.4	87.6
Marshall	10.2	87.9
Mills	2.7	81.8
Mitchell	3.0	75.0
Monona	4.3	89.5
Monroe	1.8	60.0
Montgomery	4.2	82.3
Muscatine	9.7	90.6
O'Brien	3.8	64.4
Osceola	2.1	72.4
Page	6.2	87.3
Palo Alto	2.3	56.0
Plymouth	6.1	85.9
Pocahontas	2.4	54.5
Polk	78.1	92.5
Pottawattamie	18.7	86.9
Poweshiek	3.6	64.2
Ringgold	2.0	68.9
Sac	3.4	64.1
Scott	33.4	94.8
Shelby	3.9	88.6
Sioux	6.1	85.9
Story	11.7	87.9
Tama	5.6	83.5
Taylor	2.4	63.1
Union	3.7	66.0
Van Buren	2.5	71.4
Wapello	9.4	62.6
Warren	4.4	83.0
Washington	4.5	72.8
Wayne	2.1	56.7
Webster	12.2	89.0
Winnebago	2.7	71.0
Winnshiek	3.6	56.2
Woodbury	32.8	90.3
Worth	2.4	75.0
Wright	4.9	79.0
State Total	672.4	81.4
KANSAS		
Allen	3.1	56.3
Anderson	1.5	48.3
Atchison	5.0	78.1
Barber	1.9	61.2
Barton	9.6	90.5
Bourbon	3.3	55.0
Brown	3.3	66.0
Butler	8.2	67.2
Chase	1.0	62.5
Chautauqua	1.1	50.0
Cherokee	4.6	66.2
Cheyenne	.8	53.3
Clark	.6	54.5
Clay	2.2	59.4
Cloud	2.5	50.0
Coffey	1.3	50.0
Comanche	.9	75.0
Cowley	7.6	63.3
Crawford	8.3	58.8
Decatur	1.2	54.5
Dickinson	3.2	42.6
Doniphan	2.6	78.7
Douglas	5.9	60.8
Edwards	1.4	73.6
Elk	1.1	55.0
Ellis	3.6	69.2
Ellsworth	1.5	53.5
Finney	1.7	39.5
Ford	2.9	47.5
Franklin	4.8	72.7
Geary	3.2	48.4
Gove	.4	40.0
Graham	.8	53.3
Grant	.4	28.6
Gray	.5	38.4
Greeley	.1	16.6
Greenwood	2.0	51.2
Hamilton	.2	25.0
Harper	1.8	58.0
Harvey	5.6	74.6
Haskell	.2	28.5
Hodgeman	.7	77.7
Jackson	2.1	61.7
Jefferson	2.4	66.6

SM, 1957.

Before using these figures, read foreword, page 11.

TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for States and Counties

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
Jewell	1.2	41.3
Johnson	36.0	94.7
Kearny	.2	22.2
Kingman	2.0	58.8
Kiowa	1.0	71.4
Labette	5.3	54.6
Lane	.4	40.0
Leavenworth	8.9	89.0
Lincoln	1.1	55.0
Linn	2.1	70.0
Logan	.3	25.0
Lyon	4.2	53.8
McPherson	5.0	66.6
Marion	3.2	61.5
Marshall	2.6	48.4
Meade	.8	53.3
Miami	3.9	68.4
Mitchell	1.3	43.3
Montgomery	9.7	58.4
Morris	1.6	64.0
Morton	.1	11.1
Nemaha	2.7	65.8
Neosho	3.9	58.2
Ness	.8	42.1
Norton	1.1	39.2
Osage	3.2	72.7
Osborne	1.3	50.0
Ottawa	1.3	54.1
Pawnee	1.8	72.0
Phillips	1.8	50.0
Pottawatomie	1.7	45.9
Pratt	2.5	62.5
Rawlins	.7	43.7
Reno	17.2	89.1
Republic	1.9	52.7
Rice	3.3	67.3
Riley	3.0	43.4
Rooks	1.8	54.5
Rush	1.2	54.5
Russell	2.3	57.5
Saline	7.9	59.3
Scott	.5	38.4
Sedgwick	90.4	97.8
Seward	1.5	40.5
Shawnee	37.3	89.0
Sheridan	.5	45.4
Sherman	1.0	47.6
Smith	1.2	44.4
Stafford	1.7	65.3
Stanton	.1	20.0
Stevens	.3	27.2
Sumner	5.5	61.7
Thomas	1.0	43.4
Trego	.6	40.0
Wabaunsee	1.3	59.0
Wallace	.2	28.5
Washington	2.0	50.0
Wichita	.2	25.0
Wilson	2.8	56.0
Woodson	1.2	60.0
Wyandotte	54.1	88.3
State Total	472.8	70.7
KENTUCKY		
Adair	2.0	55.5
Allen	2.1	53.8
Anderson	1.2	57.1
Ballard	2.2	44.8
Barren	3.9	47.5
Bath	.9	37.5
Bell	3.9	46.4
Boone	4.5	86.5
Bourbon	3.2	62.7
Boyd	14.2	92.8
Boyle	2.7	50.0
Bracken	2.3	76.6
Breathitt	1.3	37.1
Breckinridge	2.6	70.2
Bullitt	3.7	92.5
Butler	1.0	45.4
Caldwell	1.5	34.8
Calloway	3.1	49.2
Campbell	25.3	92.3
Carlisle	.9	50.0
Carroll	2.4	92.3
Carter	3.9	79.5
Casey	1.7	51.5
Christian	7.5	58.5
Clark	2.2	39.2
Clay	1.0	27.0
Clinton	.6	24.0
Crittenden	1.3	43.3
Cumberland	1.1	47.8
Daviess	11.5	63.5
Edmonson	.9	50.0
Elliott	1.3	81.2
Estill	1.1	34.3
Fayette	18.2	52.7
Fleming	1.3	50.0
Floyd	5.8	67.4
Franklin	4.8	61.5
Fulton	1.7	53.1
Gallatin	1.0	90.9
Garrard	1.8	58.0
Grant	2.7	84.3
Graves	3.9	34.5
Grayson	2.1	46.6
Green	1.2	48.0
Greenup	5.0	75.7
Hancock	1.2	80.0
Hardin	10.9	76.7
Harlan	7.9	52.6
Harrison	3.2	64.0
Hart	1.6	44.4
Henderson	5.7	57.0
Henry	2.1	63.6
Hickman	.9	42.8
Hopkins	5.3	44.1
Jackson	.8	32.0
Jefferson	159.2	91.2
Jessamine	2.3	54.7
Johnson	2.7	62.7
Kenton	36.8	94.6
Knott	1.2	40.0
Knox	1.8	30.5
La Rue	1.3	48.4
Laurel	1.4	23.3
Lawrence	2.3	63.8
Lee	.8	44.4
Leslie	.7	24.1
Letcher	1.9	30.1
Lewis	1.5	53.5
Lincoln	2.1	43.7
Livingston	.8	40.0
Logan	3.6	59.0
Lyon	.7	41.1
McCracken	12.3	49.7
McCreary	1.0	38.4
McLean	1.3	44.8
Madison	2.6	28.8
Magoffin	.7	36.8
Marion	2.3	63.8
Marshall	2.7	48.2
Martin	1.1	61.1
Mason	4.2	75.0
Meade	1.6	72.7
Menifee	.3	30.0
Mercer	2.5	53.1
Metcalfe	1.9	41.6
Monroe	1.3	41.9
Montgomery	1.9	35.7
Morgan	.8	27.5
Muhlenberg	3.3	44.0
Nelson	4.4	89.7
Nicholas	1.2	57.1
Ohio	2.0	40.0
Oldham	2.2	66.6
Owen	1.6	64.0
Owsley	.3	21.4
Pendleton	2.3	76.6
Perry	3.1	40.2
Pike	8.0	52.6
Powell	.6	37.5
Pulaski	2.6	28.5
Robertson	.6	85.7
Rockcastle	.7	21.2
Rowan	1.5	53.5
Russell	1.2	41.3
Scott	2.8	63.6
Shelby	3.9	68.4
Simpson	2.0	58.8
Spencer	1.2	85.7
Taylor	2.0	47.6
Todd	1.9	59.3
Trigg	1.0	52.6
Trimble	1.1	64.7
Union	1.9	41.3
Warren	6.8	51.1
Washington	1.6	57.1
Wayne	1.2	30.7
Webster	2.5	49.0
Whitley	2.4	41.3
Wolfe	.5	33.3
Woodford	1.9	61.2
State Total	536.2	64.5
LOUISIANA		
Acadia	5.3	41.0
Allen	2.5	46.2
Ascension	3.2	52.4
Assumption	1.6	40.0
Avoyelles	4.3	41.3
Beauregard	2.9	51.7
Bienville	1.9	43.1
Bossier	5.8	67.6
Caddo	53.1	87.1
Calcasieu	20.0	57.3
Caldwell	1.5	55.5
Cameron	.8	61.5
Catahoula	1.1	40.7
Claiborne	2.8	45.1
Concordia	2.0	54.0
De Soto	3.7	63.7
E. Baton Rouge	43.6	71.0
East Carroll	2.2	56.4
E. Feliciana	1.4	41.1
Evangeline	2.8	31.4
Franklin	3.4	47.8
Grant	2.0	58.8
Iberia	6.4	56.6
Iberville	3.2	45.0
Jackson	3.0	83.3
Jefferson	40.1	90.1
Jeff Davis	4.0	54.0
Lafayette	10.7	58.7
Lafourche	8.2	72.5
La Salle	1.9	50.0
Lincoln	3.3	48.5
Livingston	2.9	51.7
Madison	2.2	50.0
Morehouse	4.0	43.4
Natchitoches	3.8	40.8
Orleans	169.7	89.5
Ouachita	16.9	67.0
Plaquemines	3.1	83.7
Pointe Coupee	2.0	38.4
Rapides	18.2	62.5
Red River	1.7	62.9
Richland	4.6	71.8
Sabine	2.0	39.2
St. Bernard	3.3	89.1
St. Charles	2.3	65.7
St. Helena	1.0	41.6
St. James	2.4	70.5
St. John	2.3	65.7
St. Landry	6.4	41.3
St. Martin	3.0	49.1
St. Mary	5.7	55.3
St. Tammany	5.5	67.0
Tangipahoa	13.3	84.1
Tensas	1.7	53.1
Terrebonne	10.0	84.0
Union	2.3	48.9
Vermilion	3.9	38.6
Vernon	2.9	48.3
Washington	8.1	73.6
Webster	6.9	60.9
W. Baton Rouge	1.5	45.4
West Carroll	2.8	75.6
W. Feliciana	.7	43.7
Winn	2.3	53.4
State Total	573.1	69.5
MAINE		
Androscoggin	21.4	88.4
Aroostook	14.9	62.3
Cumberland	43.7	86.5
Franklin	3.7	67.2
Hancock	6.7	67.0
Kennebec	19.6	84.8
Knox	6.4	78.0
Lincoln	4.8	88.2
Oxford	9.0	77.5
Penobscot	25.1	84.6
Piscataquis	3.8	77.5
Sagadahoc	5.1	85.0
Somerset	5.6	51.3
Waldo	4.7	78.3
Washington	5.9	62.7
York	24.0	88.6
State Total	204.1	79.7
MARYLAND		
Allegany	14.9	54.7
Anne Arundel	35.5	87.0
Baltimore	344.6	87.8
Calvert	2.9	87.8
Caroline	5.1	92.7
Carroll	10.3	87.2
Cecil	8.7	85.2
Charles	5.2	81.2
Dorchester	6.8	82.9
Frederick	16.5	85.9
Garrett	2.9	55.7
Harford	15.4	88.0
Howard	5.8	84.0
Kent	3.5	87.5
Montgomery	77.2	92.5
Prince Georges	74.9	88.2
Queen Annes	3.3	78.5
St. Marys	7.1	81.6
Somerset	2.5	42.3
Talbot	5.1	83.6
Washington	17.6	72.1
Wicomico	10.8	84.3
Worcester	3.3	43.4
State Total	679.9	85.4
MASSACHUSETTS		
Barnstable	15.1	87.2
Berkshire	35.9	86.2
Bristol	105.0	87.5
Dukes	1.5	83.3
Essex	147.8	88.0
Franklin	13.7	78.7
Hampden	101.3	86.5
Hanpshire	18.4	79.6
Middlesex	277.0	85.7
Nantucket	.9	81.8
Norfolk	111.9	85.7
Plymouth	63.3	94.4
Suffolk	221.6	91.6
Worcester	153.2	90.6
State Total	1,266.6	88.1
MICHIGAN		
Alcona	.8	80.0
Alger	1.7	62.9
Allegan	13.4	85.8
Alpena	2.4	35.8
Antrim	2.0	60.6
Arenac	1.9	67.8
Baraga	1.3	86.5
Barry	8.1	88.0
Bay	25.2	87.8
Benzie	1.5	62.5
Berrien	39.7	91.2
Branch	5.8	67.3
Calhoun	36.4	87.2
Cass	9.0	84.1
Charlevoix	2.1	53.8
Cheboygan	2.2	59.4
Chippewa	4.2	48.2
Clare	2.6	80.0
Clinton	5.6	89.7
Crawford	.8	66.6
Delta	5.0	83.1
Dickinson	4.9	66.2
Eaton	10.9	79.5
Emmet	2.6	54.1
Genesee	83.8	83.0
Gladwin	2.1	84.0
Gogebic	4.6	57.5
Grand Traverse	5.5	63.2
Gratiot	8.7	85.2

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TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for States and Counties

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
Hillsdale	7.3	59.3
Houghton	4.1	37.6
Huron	8.1	87.0
Ingham	55.9	91.0
Ionia	10.0	87.7
Iosco	3.0	75.9
Iron	2.4	43.6
Isabella	6.7	81.7
Jackson	32.7	90.6
Kalamazoo	42.3	92.3
Kalkaska	.6	50.0
Kent	91.4	90.5
Keweenaw	.3	42.8
Lake	1.3	81.2
Lapeer	9.2	85.9
Leelanau	1.5	60.0
Lenawee	19.8	88.7
Livingston	7.9	85.8
Luce	1.1	68.7
Macinac	1.5	57.6
Macomb	72.5	97.3
Manistee	3.9	60.9
Marquette	9.5	63.3
Mason	3.8	58.4
Mecosta	5.0	89.2
Menominee	5.1	64.6
Midland	9.7	81.5
Missaukee	1.1	52.3
Monroe	23.3	90.3
Montclam	9.8	92.4
Montmorency	.4	33.3
Muskegon	40.0	84.5
Newaygo	5.6	62.3
Oakland	154.8	94.0
Oceana	3.1	60.7
Ogemaw	1.9	70.3
Ontonagon	1.6	55.1
Osceola	3.9	95.1
Oscoda	.7	70.0
Otsego	1.2	70.5
Ottawa	22.8	89.7
Presque Isle	1.0	34.4
Roscommon	1.7	65.3
Saginaw	46.1	88.6
St. Clair	28.2	89.8
St. Joseph	10.9	87.9
Sanilac	7.3	78.4
Schoolcraft	1.4	56.0
Shiawassee	13.2	87.4
Tuscola	9.7	82.9
Van Buren	12.4	87.9
Washtenaw	39.0	91.5
Wayne	769.1	96.0
Wexford	3.6	61.0
State Total	1,929.6	89.2
MINNESOTA		
Aitkin	2.5	69.4
Anoka	14.4	94.7
Becker	3.7	56.0
Beltrami	2.0	28.5
Benton	1.9	44.1
Big Stone	1.4	56.0
Blue Earth	10.7	91.4
Brown	5.7	71.2
Carlton	3.9	58.2
Carver	4.4	86.2
Cass	1.3	25.0
Chippewa	2.3	47.9
Chisago	3.1	81.5
Clay	8.2	84.5
Clearwater	.8	30.7
Cook	.7	58.3
Cottonwood	2.7	58.8
Crow Wing	3.7	39.3
Dakota	14.9	91.4
Dodge	2.4	88.5
Douglas	2.5	39.6
Faribault	4.2	57.5
Fillmore	4.3	59.7
Freeborn	8.8	82.2
Goodhue	8.8	87.1
Grant	1.3	46.4
Hennepin	216.5	92.2
Houston	2.4	58.5
Hubbard	1.0	31.2
Isanti	2.3	88.4
Itasca	6.2	56.8
Jackson	3.8	84.4
Kanabec	1.6	66.6
Kandiyohi	5.7	68.6
Kittson	1.2	48.0
Koochiching	1.6	32.6
Lac Qui Parle	1.9	50.0
Lake	2.6	57.7
Lake of Woods	.4	33.3
Le Seur	4.0	88.9
Lincoln	1.7	88.8
Lyon	3.5	81.4
McLeod	5.4	77.1
Mahnomen	.8	53.3
Marshall	1.8	43.9
Martin	4.6	86.7
Meeker	3.4	84.1
Mille Lacs	2.6	52.0
Morrison	2.6	38.2
Mower	10.2	80.3
Murray	3.1	68.8
Nicollet	3.9	70.9
Nobles	5.0	75.7
Norman	1.7	54.8
Olmstead	12.3	89.7
Otter Tail	5.7	43.1
Pennington	2.0	55.5
Pine	2.8	59.8
Pipestone	2.8	65.1
Polk	5.2	49.5
Pope	1.3	38.2
Ramsey	114.9	91.0
Red Lake	.9	60.0
Redwood	3.8	59.3
Renville	4.4	62.8
Rice	8.0	85.1
Rock	1.6	59.2
Roseau	1.9	50.0
St. Louis	55.8	82.0
Scott	3.7	84.0
Sherburne	1.8	75.0
Sibley	2.9	78.3
Stearns	14.7	77.3
Steele	4.8	75.0
Stevens	1.3	44.8
Swift	2.0	46.5
Todd	3.0	44.7
Traverse	1.0	50.0
Wabasha	4.8	78.4
Wadena	1.5	40.5
Waseka	3.3	87.3
Washington	10.8	87.7
Watonwan	2.3	57.5
Wilkin	2.0	76.9
Winona	6.0	81.7
Wright	6.2	76.5
Yellow Medicine	2.5	54.3
State Total	717.6	76.8
MISSISSIPPI		
Adams	3.5	36.8
Alcorn	3.0	40.5
Amite	1.3	30.9
Attala	2.4	42.8
Benton	.9	47.3
Bolivar	4.5	22.6
Calhoun	.9	23.6
Carroll	.8	25.8
Chickasaw	1.2	29.2
Choctaw	.6	26.0
Claiborne	1.3	50.0
Clarke	2.3	52.2
Clay	1.6	41.0
Coahoma	4.5	30.8
Copiah	3.2	44.4
Covington	1.3	36.2
De Soto	3.1	57.4
Forrest	6.1	42.6
Franklin	1.1	44.0
George	1.3	50.0
Greene	.8	44.4
Grenada	1.8	37.5
Hancock	2.0	68.9
Harrison	16.6	56.2
Hinds	32.4	72.1
Holmes	2.7	38.0
Humphreys	2.5	51.0
Issaquena	.5	45.4
Itawamba	1.6	43.2
Jackson	9.4	83.1
Jasper	2.4	58.5
Jefferson	1.2	48.0
Jeff Davis	1.4	40.0
Jones	9.0	52.6
Kemper	1.3	43.3
Lafayette	1.6	31.3
Lamar	1.3	39.3
Lauderdale	12.3	63.0
Lawrence	1.2	44.4
Leake	2.2	45.8
Lee	5.9	54.1
Leflore	3.2	25.0
Lincoln	3.3	45.2
Lowndes	2.3	21.4
Madison	3.1	43.6
Marion	2.1	36.2
Marshall	2.2	41.8
Monroe	3.6	40.0
Montgomery	1.1	31.4
Neshoba	2.4	40.6
Newton	2.9	55.7
Noxubee	1.7	41.4
Oktibbeha	2.2	35.4
Panola	4.7	58.7
Pearl River	3.9	70.9
Perry	.7	33.3
Pike	3.6	39.5
Pontotoc	1.8	38.2
Prentiss	1.9	41.3
Quitman	2.8	45.1
Rankin	2.6	44.8
Scott	2.1	42.8
Sharkey	1.2	44.4
Simpson	2.4	47.0
Smith	1.4	40.0
Stone	.5	33.3
Sunflower	2.3	16.6
Tallahatchie	2.3	33.8
Tate	2.4	57.1
Tippah	1.5	36.5
Tishomingo	1.7	48.5
Tunica	2.7	46.5
Union	1.9	34.5
Walthall	1.1	34.3
Warren	6.6	50.3
Washington	7.9	39.5
Wayne	1.8	50.0
Webster	1.0	35.7
Wilkinson	1.0	33.3
Winston	1.9	37.2
Yalobusha	1.1	31.4
Yazoo	4.2	49.4
State Total	256.1	45.7
MISSOURI		
Adair	3.5	52.2
Andrew	2.6	68.4
Atchison	1.8	54.5
Audrain	6.0	63.8
Barry	3.7	54.4
Barton	2.0	48.7
Bates	3.5	57.3
Benton	1.9	67.8
Bollinger	1.6	66.6
Boone	8.4	63.8
Buchanan	27.2	83.6
Butler	5.7	51.3
Caldwell	2.2	64.7
Callaway	4.1	63.0
Camden	1.5	68.1
Cape Girardeau	8.0	67.2
Carroll	3.1	62.0
Carter	.5	35.7
Cass	4.2	64.4
Cedar	2.0	57.1
Charlton	2.1	44.6
Christian	2.1	55.2
Clark	1.9	67.6
Clay	16.9	92.1
Clinton	3.1	61.5
Cole	8.0	76.9
Cooper	2.8	54.9
Crawford	1.4	45.1
Dade	1.8	62.0
Dallas	1.7	60.7
Daviess	2.4	66.6
De Kalb	1.8	69.2
Dent	2.0	62.5
Douglas	1.4	51.8
Dunklin	7.3	56.5
Franklin	9.0	62.0
Gasconade	2.6	60.4
Gentry	1.9	57.5
Greene	35.6	89.8
Grundy	2.9	65.9
Harrison	2.5	58.1
Henry	4.2	63.6
Hickory	1.2	66.6
Holt	1.8	60.0
Howard	1.8	51.4
Howell	2.4	38.9
Iron	1.2	50.0
Jackson	185.9	92.8
Jasper	22.2	77.6
Jefferson	18.4	84.6
Johnson	5.9	69.4
Knox	1.8	64.2
Laclede	3.4	58.6
Lafayette	6.2	71.2
Lawrence	4.1	51.2
Lewis	2.4	64.8
Lincoln	4.1	74.5
Linn	3.1	45.5
Livingston	3.4	64.1
McDonald	2.5	59.5
Macon	4.9	63.6
Madison	1.7	62.9
Maries	1.2	60.0
Marion	9.3	92.0
Mercer	1.3	68.4
Miller	2.5	56.8
Mississippi	3.1	55.3
Moniteau	2.0	58.8
Monroe	2.2	73.3
Montgomery	3.0	68.2
Morgan	1.6	59.2
New Madrid	5.1	53.6
Newton	5.4	59.3
Nodaway	4.0	53.3
Oregon	.7	24.1
Osage	2.0	60.6
Ozark	1.1	52.3
Pemiscot	6.8	58.1
Perry	2.4	72.7
Pettis	8.4	66.6
Phelps	4.2	59.1
Pike	4.3	70.4
Platte	4.1	77.3
Polk	2.9	59.1
Pulaski	2.0	83.3
Putnam	1.6	67.1
Ralls	1.9	67.8
Randolph	4.6	54.1
Ray	4.6	73.0
Reynolds	.5	29.4
Ripley	1.1	37.9
St. Charles	9.3	88.5
St. Clair	2.0	64.5
St. Francois	8.6	76.1
St. Louis	433.1	96.5
Ste. Genevieve	2.9	96.6
Salina	5.2	61.1
Schuyler	.8	53.3
Scotland	1.8	66.6
Scott	5.3	58.2
Shannon	.5	27.7
Shelby	2.2	62.6
Stoddard	5.8	61.7
Stone	1.6	66.6
Sullivan	2.0	60.6
Taney	1.7	62.9
Texas	1.8	35.2
Vernon	3.9	57.3
Warren	1.7	77.2
Washington	1.7	44.7
Wayne	1.5	62.5
Webster	2.6	60.4
Worth	1.2	75.0
Wright	2.3	53.4
State Total	1,078.8	80.6

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TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for States and Counties

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
MONTANA		
Beaverhead	1.0	41.6
Big Horn	.5	21.7
Blaine	.8	32.0
Broadwater	.3	37.5
Carbon	1.0	33.3
Carter	...	8.0
Cascade	12.1	57.3
Chouteau	1.2	52.1
Custer	.6	14.2
Daniels	.3	33.3
Dawson	.6	20.0
Deer Lodge	2.3	42.5
Fallon	.3	30.0
Fergus	1.3	26.2
Flathead	4.9	44.1
Gallatin	2.7	34.6
Garfield	.1	14.2
Glacier	1.0	31.2
Golden Valley	.1	25.0
Granite	.3	33.3
Hill	2.2	42.3
Jefferson	.4	40.0
Judith Basin	.3	33.3
Lake	1.3	37.1
Lewis & Clark	3.0	32.9
Liberty	.2	33.3
Lincoln	1.0	28.5
McCone	.2	18.1
Madison	.6	31.5
Meagher	.3	37.5
Mineral	.4	50.0
Missoula	6.2	48.2
Mussel Shell	.5	27.7
Park	2.1	48.8
Petroleum	.1	33.3
Phillips	.3	16.6
Pondera	1.0	55.5
Powder River	.2	25.0
Powell	.7	38.8
Prairie	.2	25.0
Ravalli	1.2	30.7
Richland	1.3	44.8
Roosevelt	1.1	36.6
Rosebud	.4	22.2
Sanders	.9	39.1
Sheridan	.7	38.8
Silver Bow	14.8	72.9
Stillwater	.7	38.8
Sweet Grass	.5	50.0
Teton	.9	40.9
Toole	1.1	45.8
Treasure	.1	25.0
Valley	.4	11.7
Wheatland	.4	40.0
Wibaux	...	9.0
Yellowstone	13.3	57.3
State Total	90.4	44.0
NEBRASKA		
Adams	7.2	75.7
Antelope	1.7	51.5
Arthur	...	20.0
Banner	.1	25.0
Blaine	.1	50.0
Boone	1.5	50.0
Box Butte	.9	24.3
Boyd	.4	26.6
Brown	.4	28.5
Buffalo	6.1	74.3
Burt	2.5	75.7
Butler	2.6	70.2
Cass	4.8	87.2
Cedar	3.2	88.8
Chase	.7	46.6
Cherry	.5	16.6
Cheyenne	2.1	42.8
Clay	1.9	61.2
Colfax	2.2	66.6
Cuming	2.9	78.3
Custer	2.8	50.0
Dakota	3.0	88.2
Dawes	.9	33.3
Dawson	4.6	69.6
Deuel	.6	60.0
Dixon	2.6	92.8
Dodge	8.8	92.6
Douglas	88.7	91.2
Dundy	.6	50.0
Fillmore	1.8	60.0
Franklin	1.6	76.1
Frontier	.7	50.0
Furnas	2.2	68.7
Gage	6.4	79.0
Garden	.4	40.0
Garfield	.5	62.5
Gosper	.6	75.0
Grant	...	20.0
Greeley	.9	56.2
Hall	9.2	77.3
Hamilton	2.1	72.4
Harlan	1.3	72.2
Hayes	.3	50.0
Hitchcock	1.2	70.5
Holt	1.1	26.1
Hooker	.1	33.3
Howard	1.1	50.0
Jefferson	2.7	65.8
Johnson	1.7	80.9
Kearney	1.4	70.0
Keith	1.8	72.0
Keya Paha	.1	25.0
Kimball	.5	38.4
Knox	2.3	84.7
Lancaster	38.8	86.4
Lincoln	5.4	59.3
Logan	.2	50.0
Loup	.1	25.0
McPherson	.1	50.0
Madison	6.9	88.4
Merrick	1.2	44.4
Morrill	.9	40.9
Nance	.8	44.4
Nemahah	2.3	65.7
Nuckolls	1.9	65.5
Otoe	4.7	88.6
Pawnee	1.4	70.0
Perkins	.8	61.5
Phelps	2.3	69.6
Pierce	1.5	55.5
Platte	5.3	84.1
Polk	1.9	73.0
Redwillow	2.6	60.4
Richardson	3.2	66.6
Rock	.2	22.2
Saline	3.1	68.8
Sarpy	6.0	89.5
Saunders	5.2	94.5
Scotts Bluff	4.7	43.9
Seward	2.7	65.8
Sheridan	.7	25.0
Sherman	.9	50.0
Sioux	.2	22.2
Stanton	1.2	66.6
Thayer	2.0	62.5
Thomas	.1	25.0
Thurston	1.9	76.0
Valley	1.2	54.5
Washington	3.3	91.6
Wayne	2.5	86.2
Webster	1.8	78.2
Wheeler	.1	33.3
York	3.3	71.7
State Total	319.7	74.1
NEVADA		
Churchill	1.7	94.4
Clark	24.0	64.1
Douglas	.4	80.0
Elko	.8	20.5
Esmeralda	...	14.0
Eureka	...	11.0
Humboldt	.3	23.0
Lander	...	11.0
Lincoln	.2	22.2
Lyon	.7	77.7
Mineral	.4	16.0
Nye	.3	33.3
Ormsby	1.1	91.6
Pershing	.2	18.1
Storey	.1	50.0
Washoe	19.5	81.9
White Pine	.7	17.0
State Total	50.5	62.0
NEW HAMPSHIRE		
Belknap	6.6	79.5
Carroll	4.1	83.6
Cheshire	9.7	78.8
Coos	7.4	71.8
Grafton	8.2	62.5
Hillsborough	40.6	83.7
Merrimack	15.1	81.6
Rockingham	20.2	84.8
Strafford	12.4	82.6
Sullivan	6.8	80.9
State Total	131.1	80.4
NEW JERSEY		
Atlantic	40.8	91.0
Bergen	186.3	86.1
Burlington	36.8	87.8
Camden	87.1	87.4
Cape May	12.5	90.5
Cumberland	26.3	85.6
Essex	255.3	87.1
Gloucester	28.6	87.1
Hudson	170.7	88.2
Hunterdon	12.8	88.2
Mercer	61.4	87.0
Middlesex	84.4	87.0
Monmouth	76.7	90.3
Morris	50.7	87.1
Ocean	21.1	69.7
Passaic	98.0	86.0
Salem	14.6	86.9
Somerset	29.5	86.5
Sussex	9.9	85.3
Union	122.6	89.1
Warren	15.7	86.2
State Total	1,441.8	87.6
NEW MEXICO		
Bernalillo	41.7	67.9
Catron	.2	40.0
Chaves	8.2	56.1
Colfax	.5	14.2
Curry	4.2	53.1
De Baca	.3	37.5
Dona Ana	7.8	68.4
Eddy	7.4	53.6
Grant	2.5	45.4
Guadalupe	.6	46.1
Harding	...	14.0
Hidalgo	.6	42.8
Lea	6.9	41.3
Lincoln	.9	42.8
Los Alamos	1.6	45.7
Luna	1.4	51.8
McKinley	2.2	29.3
Mora	.4	26.6
Otero	3.7	50.0
Quay	1.4	40.0
Rio Arriba	2.1	35.5
Roosevelt	2.0	41.6
Sandoval	.9	37.5
San Juan	3.2	34.4
San Miguel	1.2	24.0
Santa Fe	5.5	53.9
Sierra	1.0	58.8
Socorro	1.0	43.4
Taos	.9	30.0
Torrance	.6	42.8
Union	.3	17.6
Valencia	2.8	54.9
State Total	114.0	51.8
NEW YORK		
Albany	72.7	88.3
Allegany	8.9	65.9
Bronx	384.7	84.6
Broome	51.6	85.4
Cattaraugus	21.2	86.8
Cayuga	18.4	85.5
Chautauqua	39.8	83.6
Chemung	25.0	84.1
Chenango	10.4	83.8
Clinton	13.7	95.1
Columbia	12.4	88.5
Cortland	10.1	85.5
Delaware	10.8	77.6
Dutchess	33.0	86.3
Erie	278.3	90.2
Essex	8.0	76.9
Franklin	8.5	67.4
Fulton	14.6	82.9
Genesee	13.0	89.0
Greene	7.7	86.5
Hamilton	1.2	92.3
Herkimer	16.5	85.0
Jefferson	19.4	72.9
Kings	766.3	96.4
Lewis	5.1	79.6
Livingston	9.6	82.5
Madison	12.7	86.3
Monroe	146.8	88.8
Montgomery	16.4	85.8
Nassau	300.2	87.1
New York	549.8	87.4
Niagra	58.6	91.2
Oneida	62.2	90.0
Onondaga	100.6	88.0
Ontario	15.3	84.5
Orange	42.5	85.1
Orleans	8.5	88.5
Oswego	20.7	86.6
Otsego	14.5	88.2
Putnam	5.5	85.9
Queens	505.3	91.1
Rensselaer	36.7	85.7
Richmond	52.8	88.2
Rockland	24.0	89.2
St. Lawrence	21.1	69.6
Saratoga	21.2	85.8
Schenectady	44.2	86.1
Schoharie	6.2	84.9
Schuyler	4.1	87.2
Seneca	6.1	87.1
Steuben	20.8	73.2
Suffolk	118.6	87.9
Sullivan	11.4	85.7
Tioga	8.4	86.7
Tompkins	15.5	81.1
Ulster	27.6	87.0
Warren	10.8	84.3
Washington	11.7	85.4
Wayne	15.0	85.7
Westchester	190.9	88.0
Wyoming	7.8	85.7
Yates	5.0	84.7
State Total	4,377.8	87.7
NORTH CAROLINA		
Alamance	18.3	87.5
Alexander	3.2	91.4
Alleghany	1.2	57.1
Anson	3.6	60.0
Ashe	3.0	60.0
Avery	1.7	54.8
Beaufort	7.2	80.0
Bertie	3.2	84.2
Bladen	2.3	34.8
Brunswick	2.2	48.8
Buncombe	21.2	89.0
Burke	7.8	67.2
Cabarrus	15.4	88.5
Caldwell	6.9	61.6
Camden	.9	64.2
Carteret	3.4	50.0
Caswell	2.5	58.1
Catawba	16.1	89.4
Chatham	3.4	55.7
Cherokee	1.3	30.9
Chowan	1.7	58.6
Clay	.4	30.7
Cleveland	10.3	62.4
Columbus	3.3	27.5

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TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for States and Counties

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
Craven	9.8	71.0
Cumberland	11.8	42.7
Currituck	1.2	66.6
Dare	.6	46.1
Davidson	15.0	83.7
Davie	3.0	76.9
Duplin	3.6	37.5
Durham	22.8	77.2
Edgecombe	7.8	66.1
Forsyth	40.9	85.2
Franklin	3.0	42.8
Gaston	22.2	69.8
Gates	1.4	60.8
Graham	.5	29.4
Granville	3.7	54.4
Greene	2.0	55.5
Guilford	51.2	88.2
Halifax	6.8	51.9
Harnett	3.9	30.7
Haywood	5.2	51.4
Henderson	4.3	46.2
Hertford	3.0	62.5
Hoke	1.4	42.4
Hyde	.9	64.2
Iredell	10.7	69.0
Jackson	2.3	53.4
Johnston	7.3	46.4
Jones	1.2	48.0
Lee	3.5	54.6
Lenoir	6.8	59.1
Lincoln	4.4	63.7
McDowell	4.1	61.1
Macon	2.1	53.8
Madison	1.9	44.1
Martin	3.3	54.0
Mecklenberg	52.1	82.3
Mitchell	1.5	44.1
Montgomery	2.7	62.7
Moore	4.4	53.6
Nash	6.8	47.5
New Hanover	11.6	55.7
Northampton	4.0	67.7
Onslow	6.4	58.1
Orange	6.7	75.2
Pamlico	1.1	44.0
Pasquotank	4.4	61.1
Pender	1.7	39.5
Perquimans	1.7	68.0
Person	3.2	59.2
Pitt	13.1	88.5
Polk	2.3	76.6
Randolph	10.5	75.5
Richmond	7.8	77.2
Robeson	11.0	53.9
Rockingham	14.2	79.3
Rowan	17.1	78.4
Rutherford	8.1	71.0
Sampson	4.9	42.6
Scotland	3.1	50.0
Stanly	9.9	91.6
Stokes	3.5	72.9
Surry	9.1	77.1
Swain	.7	30.4
Transylvania	1.7	44.7
Tyrrell	.6	50.0
Union	6.2	57.9
Vance	4.9	62.8
Wake	27.2	69.2
Warren	2.3	46.9
Washington	1.6	53.3
Watauga	1.9	46.3
Wayne	10.1	63.5
Wilkes	5.5	50.4
Wilson	8.2	63.0
Yadkin	4.3	76.7
Yancey	1.4	40.0
State Total	713.6	66.2
NORTH DAKOTA		
Adams	.8	66.6
Barnes	3.8	79.1
Benson	1.3	59.0
Billings	.1	20.0
Bottineau	1.6	51.7
Bowman	.7	70.0
Burke	1.0	55.5
Burleigh	6.1	67.0
Cass	15.8	82.2
Cavalier	1.3	52.0
Dickey	1.4	56.0
Divide	.4	28.5
Dunn	.8	50.0
Eddy	.6	50.0
Emmons	1.4	66.6
Foster	.7	46.6
Golden Valley	.5	55.5
Grand Forks	8.0	63.4
Grant	1.4	87.5
Griggs	1.1	84.8
Hettinger	1.1	61.1
Kidder	1.0	66.6
La Moure	1.3	59.0
Logan	.7	53.8
McHenry	1.4	48.2
McIntosh	1.0	58.8
McKenzie	.9	50.0
McLean	2.3	44.2
Mercer	1.0	47.6
Morton	4.3	79.6
Mountrail	.8	32.0
Nelson	1.2	70.5
Oliver	.3	60.0
Pembina	2.0	57.1
Pierce	1.0	50.0
Ramsey	1.4	42.4
Ransom	1.4	66.6
Renville	.7	46.6
Richland	3.5	62.5
Rolette	1.0	43.4
Sargent	1.1	61.1
Sheridan	.6	50.0
Sioux	.5	83.3
Slope	.1	20.0
Stark	3.2	80.0
Steele	1.1	91.6
Stutsman	4.1	61.1
Towner	.6	46.1
Trail	2.5	86.2
Walsh	2.5	54.3
Ward	7.9	67.5
Wells	1.4	53.8
Williams	3.3	37.9
State Total	105.9	62.1
OHIO		
Adams	5.7	85.0
Allen	26.1	87.2
Ashland	9.9	87.6
Ashtabula	23.9	90.1
Athens	9.4	75.2
Auglaize	9.1	89.2
Belmont	23.9	89.1
Brown	6.1	83.5
Butler	44.8	91.6
Carroll	5.0	84.7
Champaign	8.2	93.1
Clark	34.4	91.2
Clermont	12.4	89.8
Clinton	7.5	87.2
Columbiana	28.9	88.6
Coshocton	7.7	70.0
Crawford	11.4	86.3
Cuyahoga	440.4	94.1
Darke	12.0	87.5
Defiance	7.8	91.7
Delaware	8.6	93.4
Erie	15.4	85.5
Fairfield	15.8	91.8
Fayette	6.5	84.4
Franklin	181.0	97.9
Fulton	7.1	85.5
Gallia	5.4	80.5
Geauga	7.0	82.3
Greene	19.1	95.5
Guernsey	8.5	73.2
Hamilton	239.6	91.3
Hancock	14.6	85.8
Hardin	8.8	94.6
Harrison	5.4	93.1
Henry	6.3	90.0
Highland	7.8	81.2
Hocking	5.9	88.0
Holmes	4.7	85.4
Huron	12.0	91.6
Jackson	7.4	86.0
Jefferson	24.8	87.9
Knox	10.3	87.2
Lake	32.7	96.1
Lawrence	13.2	88.5
Licking	20.4	85.0
Logan	9.2	85.9
Lorain	52.7	93.6
Lucas	131.8	92.7
Madison	5.6	86.1
Mahoning	74.7	93.0
Marion	15.7	89.7
Medina	13.2	94.2
Meigs	5.9	84.2
Mercer	7.7	87.5
Miami	20.3	95.7
Monroe	3.7	82.2
Montgomery	137.3	96.9
Morgan	3.9	96.1
Morrow	4.9	90.7
Muskingum	17.9	73.3
Noble	3.1	88.5
Ottawa	8.7	87.0
Paulding	4.0	85.1
Perry	7.7	90.5
Pickaway	7.3	91.2
Pike	6.0	85.7
Portage	17.7	88.5
Preble	8.3	92.2
Putnam	6.3	81.8
Richland	27.6	89.3
Ross	15.4	91.6
Sandusky	14.1	88.6
Scioto	27.6	88.1
Seneca	14.5	84.3
Shelby	7.9	87.7
Stark	82.1	88.2
Summit	137.7	94.8
Trumbull	46.0	89.4
Tuscarawas	19.4	84.3
Union	5.9	88.0
Vanwert	8.0	86.9
Vinton	2.6	92.8
Warren	12.7	89.4
Washington	11.7	81.2
Wayne	15.6	84.7
Williams	8.0	88.8
Wood	17.3	91.5
Wyandot	5.3	81.5
State Tota	2,475.9	91.5
OKLAHOMA		
Adair	1.7	53.1
Alfalfa	1.8	62.0
Atoka	1.8	56.2
Beaver	.6	28.5
Beckham	2.4	38.7
Blaine	2.7	69.2
Bryan	3.9	54.9
Caddo	5.1	62.1
Canadian	5.8	81.6
Carter	7.1	53.3
Cherokee	2.2	66.6
Choctaw	.8	20.0
Cimarron	.3	23.0
Cleveland	9.4	87.8
Coal	.8	53.3
Coamnche	17.7	86.3
Cotton	2.0	64.5
Craig	2.7	64.2
Creek	10.8	87.0
Custer	2.8	50.0
Delaware	2.1	72.4
Dewey	1.0	50.0
Ellis	1.1	40.7
Garfield	10.9	88.9
Garvin	6.1	63.5
Grady	7.4	78.7
Grant	1.5	60.0
Greer	1.1	42.3
Harmon	.8	40.0
Harper	.7	50.0
Haskell	1.0	35.7
Hughes	2.4	52.1
Jackson	3.4	44.7
Jefferson	1.6	59.2
Johnson	1.4	58.3
Kay	11.9	75.3
Kingfisher	2.3	71.8
Kiowa	3.0	63.8
Latimer	.7	35.0
Le Flore	2.4	31.1
Lincoln	4.6	79.3
Logan	3.5	59.3
Love	1.0	58.8
McClain	2.9	64.4
McCurtain	2.0	35.7
McIntosh	1.8	51.4
Major	1.7	56.6
Marshall	1.0	52.6
Mayes	3.2	65.3
Murray	1.7	54.8
Muskogee	13.4	83.7
Noble	2.2	73.3
Nowata	2.7	77.1
Okfuskee	2.1	53.8
Oklahoma	112.9	88.2
Okmulgee	7.4	64.9
Osage	9.9	87.6
Ottawa	5.6	63.6
Pawnee	3.0	73.1
Payne	6.3	54.7
Pittsburg	5.4	55.6
Pontotoc	6.4	71.1
Pottawatomie	7.7	56.6
Pushmataha	.6	21.4
Roger Mills	1.0	55.5
Rogers	4.1	77.3
Seminole	7.2	62.6
Sequoyah	2.0	47.6
Stephens	7.0	64.2
Texas	.8	22.2
Tillman	3.0	65.2
Tulsa	98.6	96.0
Wagoner	2.1	52.5
Washington	10.1	84.8
Washita	2.7	58.6
Woods	1.5	38.4
Woodward	1.7	51.5
State Total	496.0	73.3
OREGON		
Baker	1.9	37.2
Benton	4.4	42.7
Clackamas	22.9	71.3
Clatsop	5.0	47.6
Columbia	3.2	45.7
Coos	6.0	30.1
Crook	1.0	40.0
Curry	1.6	31.3
Deschutes	2.3	35.3
Douglas	13.5	57.9
Gilliam	.5	41.6
Grant	.8	28.5
Harney	.8	36.3
Hood River	1.6	38.0
Jackson	12.8	57.1
Jefferson	1.0	50.0
Josephine	4.6	43.8
Klamath	9.4	67.1
Lake	.8	36.3
Lane	35.6	72.0
Lincoln	4.1	48.8
Linn	8.0	41.4
Malheur	3.4	51.5
Marion	19.6	60.1
Morrow	.6	42.8
Multnomah	147.0	78.2
Polk	3.7	52.8
Sherman	.3	42.6
Tillamook	3.1	46.2
Umatilla	5.5	39.5
Union	2.4	40.6
Wallowa	.9	42.8
Wasco	4.3	44.7

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TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for States and Counties

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
Washington	19.3	76.5
Wheeler	.3	27.2
Yamhill	3.9	40.2
State Total	356.1	62.3
PENNSYLVANIA		
Adams	10.0	78.1
Allegheny	421.9	91.0
Armstrong	19.9	88.0
Beaver	50.9	89.4
Bedford	10.0	90.9
Berks	65.1	84.2
Blair	34.3	86.3
Bradford	13.1	85.0
Bucks	67.5	89.1
Butler	25.1	89.0
Cambria	49.2	86.0
Cameron	1.3	68.4
Carbon	12.8	83.6
Center	14.0	84.3
Chester	42.1	88.2
Clarion	8.8	84.6
Clearfield	20.3	89.4
Clinton	7.2	66.6
Columbia	11.2	71.7
Crawford	19.9	84.3
Cumberland	26.2	81.8
Dauphin	57.5	90.2
Delaware	130.2	88.7
Elk	5.7	59.3
Erie	60.4	87.9
Fayette	44.4	87.2
Forest	.8	66.6
Franklin	18.0	83.3
Fulton	2.0	76.9
Greene	9.3	76.2
Huntingdon	9.5	85.5
Indiana	17.5	84.9
Jefferson	11.8	86.1
Juniata	2.7	64.2
Lackawanna	63.8	87.1
Lancaster	61.5	88.4
Lawrence	26.8	86.4
Lebanon	21.7	90.0
Lehigh	52.7	89.1
Luzerne	88.2	83.8
Lycoming	19.5	62.3
McKean	10.9	66.8
Mercer	27.3	86.1
Mifflin	10.8	89.2
Monroe	8.9	84.7
Montgomery	113.1	88.4
Montour	3.1	86.1
Northampton	48.4	90.1
Northumberland	20.7	63.6
Perry	4.3	62.3
Philadelphia	546.8	85.7
Pike	2.2	73.3
Potter	3.0	65.2
Schuylkill	43.8	80.3
Snyder	4.3	68.2
Somerset	16.1	73.8
Sullivan	1.3	86.6
Susquehanna	7.0	83.3
Tioga	7.7	73.3
Union	3.8	63.3
Venango	12.1	85.7
Warren	8.4	71.1
Washington	56.5	89.5
Wayne	5.5	72.3
Westmoreland	83.1	89.4
Wyoming	4.1	85.4
York	56.3	87.4
State Total	2,744.3	86.0
RHODE ISLAND		
Bristol	7.9	69.7
Kent	22.3	89.5
Newport	16.7	92.7
Providence	157.9	90.6
Washington	13.4	87.5
State Total	218.2	90.5
SOUTH CAROLINA		
Abbeville	3.3	58.9
Aiken	13.6	50.1
Allendale	1.3	37.1
Anderson	14.2	59.4
Bamberg	1.7	42.5
Barnwell	2.8	37.3
Beaufort	4.5	65.2
Berkeley	4.2	60.0
Calhoun	1.6	48.4
Charleston	42.5	80.1
Cherokee	6.3	65.6
Chester	4.7	59.4
Chesterfield	4.4	54.3
Clarendon	2.6	39.3
Colleton	4.4	61.1
Darlington	6.7	54.0
Dillon	3.8	56.7
Dorchester	3.4	60.7
Edgefield	1.9	51.3
Fairfield	2.8	58.3
Florence	14.2	69.2
Georgetown	4.7	58.7
Greenville	41.5	76.1
Greenwood	7.8	61.4
Hampton	2.6	59.0
Horry	3.6	23.5
Jasper	1.6	61.5
Kershaw	4.6	61.3
Lancaster	5.3	58.8
Laurens	4.6	39.3
Lee	3.3	70.2
Lexington	7.2	56.2
McCormick	1.3	61.9
Marion	5.1	64.5
Marlboro	3.8	53.5
Newberry	4.2	51.2
Oconee	4.2	44.6
Orangeburg	8.5	51.5
Pickens	4.9	47.5
Richland	34.3	77.7
Saluda	2.0	54.0
Spartanburg	24.8	59.1
Sumter	8.5	57.8
Union	4.5	59.2
Williamsburg	5.8	63.7
York	12.4	58.7
State Total	356.0	61.2
SOUTH DAKOTA		
Armstrong		
Aurora	.5	38.4
Beadle	2.5	37.3
Bennett	.3	37.5
Bon Homme	1.4	58.3
Brookings	2.8	53.8
Brown	5.5	52.8
Brule	.7	41.1
Buffalo	.1	25.0
Butte	1.1	45.8
Campbell	.3	33.3
Charles Mix	1.5	31.2
Clark	1.2	48.0
Clay	2.9	80.5
Codington	2.8	45.9
Corson	.5	35.7
Custer	.6	37.5
Davison	3.5	63.6
Day	1.8	54.5
Deuel	.8	50.0
Dewey	.3	27.2
Douglas	.4	33.3
Edmunds	.8	44.4
Fall River	1.5	45.4
Faulk	.6	46.1
Grant	1.7	62.9
Gregory	.8	33.3
Haakon	.2	28.5
Hamlin	.9	45.0
Hand	1.1	61.1
Hanson	.7	53.8
Harding	.2	33.3
Hughes	1.1	34.3
Hutchinson	2.2	68.7
Hyde	.3	42.8
Jackson	.2	40.0
Jerauld	.4	36.3
Jones	.2	28.5
Kingsbury	1.8	64.2
Lake	2.1	72.4
Lawrence	2.3	39.6
Lincoln	3.0	81.0
Lyman	.4	36.3
McCook	1.6	66.6
McPherson	.6	35.2
Marshall	1.0	47.6
Meade	1.2	37.5
Mellette	.3	37.5
Miner	.9	52.9
Minnehaha	23.4	90.0
Moody	1.8	72.0
Pennington	8.3	45.3
Perkins	.7	38.8
Potter	.6	46.1
Roberts	1.8	51.4
Sanborn	.9	64.2
Shannon	.2	18.1
Spink	1.1	33.3
Stanley	.2	50.0
Sully	.3	37.5
Todd	.2	20.0
Tripp	.7	29.1
Turner	2.5	78.1
Union	2.4	77.4
Walworth	.9	40.9
Washabaugh	...	20.0
Yankton	2.9	60.4
Ziebach	.1	14.2
State Total	108.6	54.7
TENNESSEE		
Anderson	9.8	63.6
Bedford	4.1	61.1
Benton	1.0	35.7
Bledsoe	1.2	70.5
Blount	12.6	79.7
Bradley	5.5	61.7
Campbell	3.9	47.5
Cannon	1.4	70.0
Carroll	3.5	48.6
Carter	6.6	58.9
Cheatham	1.5	75.0
Chester	1.2	48.0
Claiborne	2.3	41.8
Clay	.8	44.4
Cocke	2.3	43.3
Coffee	4.9	66.2
Crockett	2.8	57.1
Cumberland	1.5	32.6
Davidson	88.7	86.2
Decatur	.9	40.9
DeKalb	1.4	53.8
Dickson	2.9	56.8
Dyer	5.2	62.6
Fayette	3.9	63.9
Fentress	1.3	39.3
Franklin	2.1	33.8
Gibson	7.2	48.9
Giles	3.0	44.1
Grainger	1.1	37.9
Greene	4.3	38.7
Grundy	1.5	51.7
Hamblen	3.5	46.0
Hamilton	46.1	67.2
Hancock	.7	36.8
Hardeman	2.7	56.1
Hardin	2.5	58.1
Hawkins	2.3	30.6
Haywood	3.7	57.8
Henderson	1.6	41.0
Henry	2.7	41.5
Hickman	1.7	54.8
Houston	.9	75.0
Humphreys	1.6	57.1
Jackson	1.2	46.1
Jefferson	2.1	42.8
Johnson	1.5	55.5
Knox	58.9	87.9
Lake	1.3	43.3
Lauderdale	4.0	61.5
Lawrence	2.8	40.0
Lewis	1.0	66.6
Lincoln	2.3	34.3
Loudon	3.9	60.9
McMinn	4.3	48.3
McNairy	2.6	45.6
Macon	1.9	54.2
Madison	9.2	51.9
Marion	3.4	68.0
Marshall	3.4	66.6
Maury	7.1	59.1
Meigs	.7	53.8
Monroe	3.8	67.8
Montgomery	9.5	76.6
Moore	.4	36.3
Morgan	1.1	34.3
Obion	3.8	49.3
Overton	2.0	50.0
Perry	.4	26.6
Pickett	.5	50.0
Polk	1.8	58.0
Putnam	4.1	50.0
Rhea	2.1	53.8
Roane	5.8	66.2
Robertson	5.0	66.6
Rutherford	7.9	69.2
Scott	1.6	40.0
Sequatchie	.9	69.2
Sevier	2.7	49.0
Shelby	134.0	85.8
Smith	2.1	60.0
Stewart	1.1	57.8
Sullivan	16.5	55.9
Sumner	7.8	66.6
Tipton	4.7	62.6
Trousdale	.9	64.2
Unicoi	2.0	51.2
Union	.7	36.8
Van Buren	.5	62.5
Warren	3.0	46.8
Washington	10.9	67.7
Wayne	1.0	30.3
Weakley	3.4	48.5
White	1.3	32.5
Williamson	5.2	66.6
Wilson	4.4	57.8
State Total	624.9	67.1
TEXAS		
Anderson	3.6	43.3
Andrews	1.7	56.6
Angelina	5.9	51.7
Aransas	.7	58.3
Archer	1.0	55.5
Armstrong	.4	80.0
Atascosa	3.0	63.8
Austin	2.0	60.0
Bailey	1.8	81.8
Bandera	.8	66.6
Bastrop	2.1	42.0
Baylor	1.1	57.8
Bee	3.7	63.7
Bell	17.2	68.2
Bexar	131.0	83.7
Blanco	.7	58.3
Borden	.1	50.0
Bosque	1.7	56.6
Bowie	12.4	60.7
Brazoria	14.7	84.9
Brazos	5.1	40.8
Brewster	.6	31.5
Briscoe	.4	44.4
Brooks	1.8	62.0
Brown	3.0	34.0
Burleson	1.3	43.3
Burnet	1.7	60.7
Caldwell	2.6	55.3
Calhoun	1.1	35.4
Callahan	1.1	47.8
Cameron	21.9	52.3
Camp	1.2	50.0
Carson	1.4	77.7
Cass	3.9	63.9
Castro	.8	53.3
Chambers	1.8	81.8
Cherokee	4.0	41.6

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TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for States and Counties

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
Childress	1.1	34.3
Clay	1.7	70.8
Cochran	1.4	77.7
Coke	.7	58.3
Coleman	2.1	56.7
Collin	10.2	77.2
Collingsworth	.8	36.3
Colorado	2.3	46.0
Comal	3.4	56.6
Comanche	1.4	36.8
Concho	.5	35.7
Cooke	5.8	78.3
Coryell	2.6	60.4
Cottle	.4	28.5
Crane	.8	53.3
Crockett	.3	25.0
Crosby	1.8	72.0
Culberson	.4	80.0
Dallam	1.8	75.0
Dallas	218.6	86.4
Dawson	3.2	53.3
Deaf Smith	1.6	48.4
Delta	.9	47.3
Denton	9.5	76.6
DeWitt	3.0	48.3
Dickens	.7	41.1
Dimmit	.7	29.1
Donley	.9	60.0
Duval	1.7	53.1
Eastland	3.4	50.7
Ector	15.4	67.8
Edwards	.2	25.0
Ellis	9.8	78.4
El Paso	64.4	90.8
Erath	2.7	54.0
Falls	3.5	52.2
Fannin	3.2	42.1
Fayette	2.7	45.7
Fisher	1.5	60.0
Floyd	1.9	63.3
Foard	.6	54.5
Fort Bend	5.4	73.9
Franklin	.6	42.8
Freestone	1.5	40.5
Frio	1.9	70.3
Gaines	1.3	54.1
Galveston	29.1	79.7
Garza	1.2	66.6
Gillespie	1.1	35.4
Glasscock	.1	50.0
Goliad	.7	53.8
Gonzales	3.0	57.6
Gray	4.6	60.5
Grayson	14.7	64.1
Gregg	13.8	62.1
Grimes	2.0	55.5
Guadalupe	5.0	70.4
Hale	6.7	66.3
Hall	1.4	50.0
Hamilton	1.6	55.1
Hansford	1.0	83.3
Hardeman	1.6	60.0
Hardin	2.8	49.1
Harris	298.5	88.0
Harrison	8.2	60.7
Hartley	.4	80.0
Haskell	2.2	62.8
Hays	3.0	60.0
Hemphill	.5	38.4
Henderson	2.1	38.1
Hidalgo	24.4	52.5
Hill	7.4	89.1
Hockley	5.4	71.0
Hood	1.0	76.9
Hopkins	2.6	41.9
Houston	2.2	41.5
Howard	6.1	67.0
Hudspeth	.6	60.0
Hunt	9.8	77.7
Hutchinson	9.4	92.1
Irion	.2	50.0
Jack	1.4	70.0
Jackson	1.9	52.7
Jasper	2.6	49.0
Jeff Davis	.3	60.0
Jefferson	58.9	67.6
Jim Hogg	.4	33.3
Jim Wells	3.9	48.7
Johnson	9.7	84.3
Jones	3.7	58.7
Karnes	1.9	48.7
Kaufman	5.0	68.4
Kendall	1.1	66.7
Kenedy	...	35.0
Kent	.2	40.0
Kerr	1.8	39.1
Kimble	.5	41.6
King	.1	50.0
Kinney	.1	20.0
Kleberg	4.2	61.7
Knox	1.4	53.8
Lamar	3.1	23.8
Lamb	4.2	71.1
Lampasas	1.6	55.1
La Salle	.9	47.3
Lavaca	2.7	49.0
Lee	1.1	45.8
Leon	1.1	40.7
Liberty	6.5	83.3
Limestone	3.1	53.4
Lipscomb	.4	36.3
Live Oak	.9	45.0
Llano	.5	29.4
Loving	...	37.0
Lubbock	32.9	72.1
Lynn	1.7	60.7
McCulloch	1.3	41.9
Mc Lennan	33.8	81.4
McMullen	.2	40.0
Madison	.6	33.3
Marion	1.8	78.2
Martin	.7	50.0
Mason	.6	40.0
Matagorda	3.7	52.1
Maverick	.9	29.0
Medina	3.2	69.5
Menard	.4	36.3
Midland	12.2	86.5
Milam	2.1	37.5
Mills	1.1	73.3
Mitchell	3.0	73.1
Montague	3.4	73.9
Montgomery	4.9	69.0
Moore	5.5	76.3
Morris	1.7	68.0
Motley	.4	40.0
Nacogdoches	2.9	35.8
Navarro	7.9	74.5
Newton	1.0	41.6
Nolan	3.6	60.0
Nueces	50.7	76.1
Ochiltree	1.1	50.0
Oldham	.2	50.0
Orange	11.0	66.6
Palo Pinto	4.7	78.3
Panola	1.1	25.5
Parker	5.6	72.7
Parmer	.9	52.9
Pecos	1.1	39.2
Polk	2.1	55.2
Potter	33.6	90.8
Presidio	.4	26.6
Rains	.5	71.4
Randall	4.8	72.7
Reagan	.4	44.4
Real	.3	42.8
Red River	1.9	36.5
Reeves	1.9	42.2
Refugio	1.0	38.4
Roberts	.1	33.3
Robertson	1.9	39.5
Rockwall	1.0	71.4
Runnels	2.3	52.2
Rusk	5.6	47.9
Sabine	.9	50.0
San Augustine	.7	38.8
San Jacinto	.8	50.0
San Patricio	6.4	65.3
San Saba	.7	30.4
Schleicher	.2	28.5
Scurry	5.8	61.7
Shackelford	.5	45.4
Shelby	1.7	30.3
Sherman	.5	71.4
Smith	14.0	58.0
Somervell	.4	50.0
Starr	1.1	35.4
Stephens	1.8	52.9
Sterling	.2	50.0
Stonewall	.6	66.6
Sutton	.3	30.0
Swisher	1.3	54.1
Tarrant	133.7	82.0
Taylor	18.7	70.1
Terrell	.2	22.2
Terry	2.9	63.0
Throckmorton	.6	66.6
Titus	1.5	32.6
Tom Green	12.5	57.8
Travis	35.6	69.2
Trinity	1.4	58.3
Tyler	1.6	55.1
Upshur	2.9	59.1
Upton	.9	56.2
Uvalde	1.9	39.6
Val Verde	.9	20.4
Van Zandt	4.2	77.7
Victoria	3.8	36.8
Walker	2.3	54.7
Waller	2.1	70.0
Ward	2.6	67.7
Washington	2.6	50.9
Webb	7.9	53.0
Wharton	5.5	55.5
Wheeler	.7	29.1
Wichita	25.3	74.4
Wilbarger	3.6	61.0
Willacy	2.5	40.3
Williamson	6.0	58.8
Wilson	2.4	78.0
Winkler	2.1	51.2
Wise	3.1	72.0
Wood	2.4	47.0
Yoakum	.8	72.7
Young	2.5	54.3
Zipata	.2	20.0
Zavala	1.0	37.0
State Total	1,860.1	71.7
UTAH		
Beaver	.2	15.3
Box Elder	5.1	80.9
Cache	7.8	75.0
Carbon	3.4	44.1
Daggett	...	19.0
Davis	9.1	82.7
Duchesne	.6	28.5
Emery	.5	35.7
Garfield	.1	11.1
Grand	.2	40.0
Iron	.5	17.2
Juab	.6	40.0
Kane	.1	16.6
Millard	1.1	44.0
Morgan	.4	66.6

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Before using these figures, read foreword, page 11.

Covering the

Jacksonville, Florida Metropolitan Area

WFGA-TV Channel 12

1,000-foot tower—V H F—316,000 watts

FULLY EQUIPPED FOR FULL COLOR

Represented by Peters, Griffith & Woodward

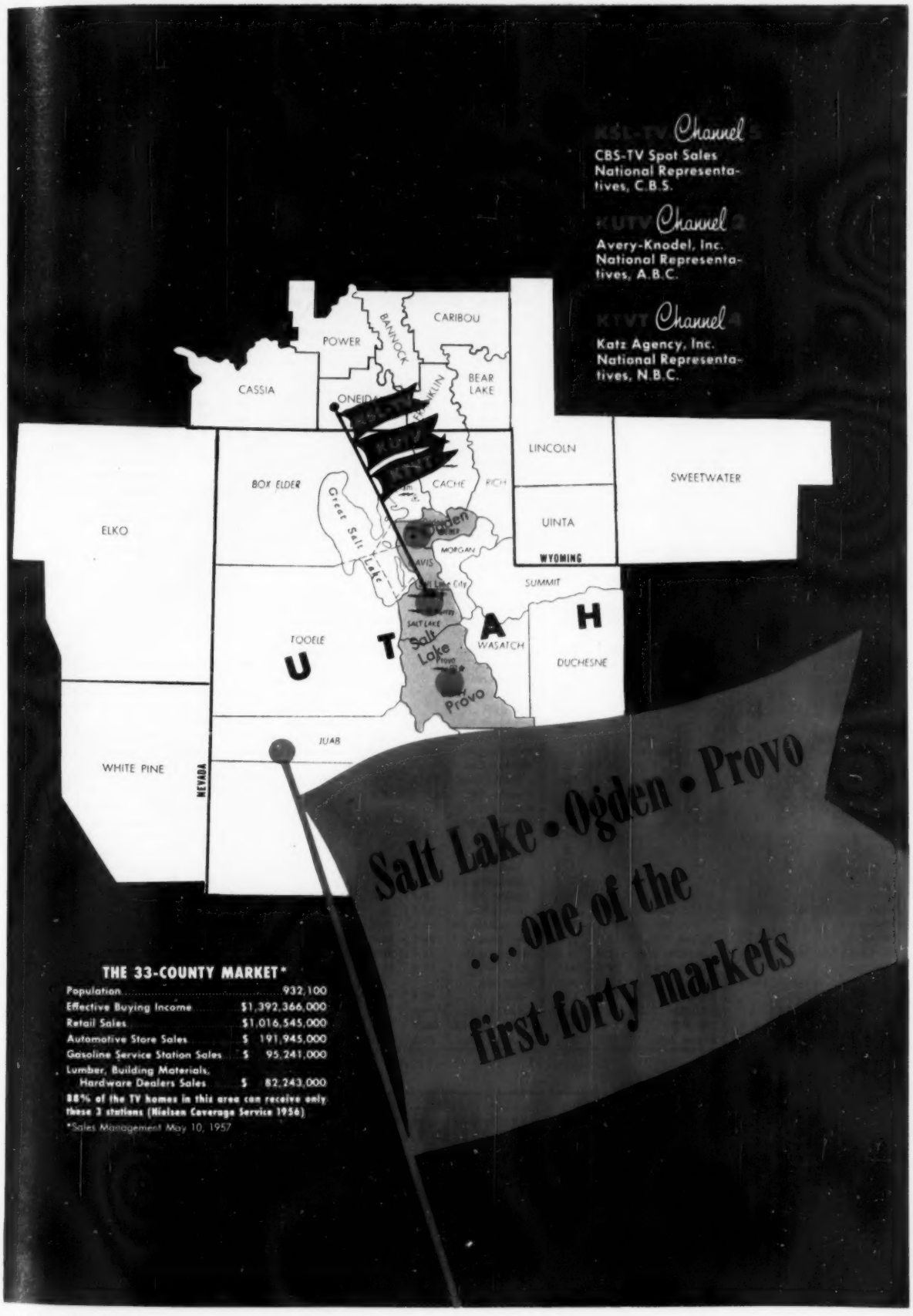
TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for States and Counties

STATE and COUNTY	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
Piute	...	9.0
Rich	.4	80.0
Salt Lake	87.4	91.2
San Juan	.1	9.0
Sanpete	1.8	46.1
Sevier	1.5	45.4
Summit	1.2	66.6
Tooele	3.9	70.9
Uintah	.9	32.1
Utah	21.1	80.8
Wasatch	.9	69.2
Washington	.8	27.5
Wayne	...	9.0
Weber	24.2	81.4
State Total	173.9	77.2
VERMONT		
Addison	3.3	67.3
Bennington	6.1	82.4
Caledonia	4.2	61.7
Chittenden	16.7	93.8
Essex	1.5	88.2
Franklin	5.9	74.6
Grand Isle	.6	75.0
Lamoille	2.3	82.1
Orange	2.9	64.4
Orleans	4.7	85.4
Rutland	8.7	68.5
Washington	9.6	79.3
Windham	4.0	49.3
Windsor	6.7	64.9
State Total	77.2	73.4
VIRGINIA		
Accomac	4.7	46.5
Albermarle	6.8	48.2
Alleghany	5.3	68.8
Amelia	1.0	58.8
Amherst	2.9	67.4
Appomattox	1.3	68.4
Arlington	62.7	85.1
Augusta	8.7	48.3
Bath	.6	40.0
Bedford	4.0	54.0
Bland	.7	50.0
Botetourt	2.8	71.7
Brunswick	2.3	54.7
Buchanan	2.8	34.5
Buckingham	1.3	52.0
Campbell	15.0	69.4
Caroline	1.8	69.2
Carroll	3.2	47.0
Charlotte	2.1	67.7
Charles City	.6	66.6
Chesterfield	10.7	84.9
Clarke	1.4	77.7
Craig	.5	71.4
Culpeper	2.0	60.6
Cumberland	.8	50.0
Dickenson	1.8	34.6
Dinwiddie	12.2	87.1
Essex	1.0	71.4
Fairfax	41.6	92.0
Fauquier	3.9	72.2
Floyd	1.1	40.7
Fluvanna	.8	50.0
Franklin	3.0	52.6
Frederick	7.4	77.0
Giles	3.7	72.5
Gloucester	2.1	72.4
Goochland	1.3	76.4
Grayson	2.5	44.6
Greene	.6	54.5
Greensville	2.2	56.4
Halifax	5.9	64.1
Hanover	3.6	64.2
Henrico	78.7	88.2
Henry	8.2	64.0
Highland	.4	50.0
Isle of Wight	1.9	54.2
James City	2.2	81.4
King and Queen	1.0	71.4
King George	1.1	61.1
King William	1.4	73.6
Lancaster	1.5	68.1
Lee	3.1	38.7
Loudoun	4.5	88.2
Louisa	2.1	70.0
Lunenburg	1.6	47.0
Madison	1.1	52.3
Mathews	1.3	81.2
Mecklenburg	4.7	58.0
Middlesex	1.5	78.9
Montgomery	8.9	63.9
Nansemond	6.7	66.3
Nelson	2.1	65.6
New Kent	.7	70.0
Newport News	43.9	90.8
Norfolk	118.3	89.4
Northampton	2.4	53.3
Northumberland	1.7	70.8
Nottoway	2.3	52.2
Orange	2.2	68.7
Page	2.3	60.5
Patrick	1.5	41.6
Pittsylvania	15.1	54.9
Powhatan	.8	66.6
Prince Edward	2.2	59.4
Prince George	6.5	71.4
Princess Anne	12.7	78.8
Prince William	4.5	86.5
Pulaski	4.8	63.1
Rappahannock	.7	50.0
Richmond	1.2	85.7
Roanoke	35.6	89.6
Rockbridge	3.4	47.2
Rockingham	7.8	61.9
Russell	2.2	36.0
Scott	3.0	46.1
Shenandoah	3.1	55.3
Smyth	3.5	48.6
Southampton	3.3	52.3
Spotsylvania	4.3	66.1
Stafford	2.0	62.5
Surry	1.2	80.0
Sussex	1.7	60.7
Tazewell	5.3	45.2
Warren	3.3	73.3
Washington	4.8	36.0
Westmoreland	1.9	67.8
Wise	6.3	45.9
Wythe	2.7	46.5
York	3.4	80.9
State Total	697.3	73.2
WASHINGTON		
Adams	2.1	70.0
Asotin	2.3	56.0
Benton	8.4	40.3
Chelan	7.0	49.6
Clallam	7.1	73.9
Clark	22.1	76.7
Columbia	.8	53.3
Cowlitz	9.6	51.0
Douglas	1.2	30.0
Ferry	.6	54.5
Franklin	4.2	57.5
Garfield	.6	66.6
Grant	6.9	52.2
Grays Harbor	9.6	49.4
Island	3.3	78.5
Jefferson	2.0	76.9
King	210.9	79.3
Kitsap	23.4	80.4
Kittitas	2.7	42.1
Klickitat	1.8	42.8
Lewis	8.2	55.7
Lincoln	2.3	65.7
Mason	3.7	75.5
Okanogan	4.4	48.8
Pacific	2.4	41.3
Pend Oreille	1.3	50.0
Pierce	72.1	78.3
San Jaun	1.0	83.3
Skagit	9.3	62.0
Skamania	1.1	61.1
Snohomish	36.9	80.5
Spokane	71.6	81.8
Stevens	3.5	55.5
Thurston	11.4	70.8
Wahkiakum	.5	50.0
Walla Walla	5.3	41.4
Whatcom	12.8	53.1
Whitman	4.6	50.0
Yakima	30.8	65.2
State Total	609.8	71.0
WEST VIRGINIA		
Barbour	1.7	36.9
Berkeley	5.6	89.1
Boone	4.8	62.3
Braxton	1.4	37.8
Brooke	6.4	92.7
Cabell	32.0	93.2
Calhoun	1.1	52.3
Clay	1.9	57.5
Doddridge	.7	33.3
Fayette	12.2	60.0
Gilmer	.7	35.0
Grant	1.0	45.4
Greenbrier	5.7	61.2
Hampshire	1.3	43.3
Hancock	8.0	88.8
Hardy	1.1	50.0
Harrison	9.5	41.8
Jackson	1.9	54.2
Jefferson	3.8	86.3
Kanawha	58.1	86.3
Lewis	1.8	39.1
Lincoln	3.8	79.1
Logan	12.9	71.6
McDowell	13.4	64.4
Marion	13.9	70.2
Marshall	7.9	66.8
Mason	5.1	63.6
Mercer	11.9	63.6
Mineral	2.5	43.8
Mingo	8.3	74.7
Monongalia	12.1	75.1
Monroe	1.7	56.6
Morgan	1.0	45.4
Nicholas	4.0	60.6
Ohio	22.4	98.1
Pendleton	.9	45.0
Pleasants	1.1	68.7
Pocahontas	1.2	42.8
Preston	4.1	53.9
Putnam	4.0	78.4
Raleigh	12.5	63.4
Randolph	2.8	38.8
Ritchie	.9	31.0
Roane	1.9	50.0
Summers	2.5	58.1
Taylor	2.3	52.2
Tucker	.9	39.1
Tyler	1.6	64.0
Upshur	2.2	44.8
Wayne	5.7	67.0
Webster	1.9	47.5
Wetzel	2.8	59.5
Wirt	.6	50.0
Wood	11.5	54.2
Wyoming	5.7	62.6
State Total	348.7	68.1
WISCONSIN		
Adams	1.0	40.0
Ashland	3.1	56.3
Barron	6.3	59.8
Bayfield	1.8	47.3
Brown	26.7	89.2
Buffalo	2.8	65.1
Burnett	1.7	58.6
Calumet	4.5	81.8
Chippewa	7.4	62.1
Clark	4.9	54.4
Columbia	6.3	58.8
Crawford	2.8	57.1
Dane	39.3	73.3
Dodge	15.2	67.8
Door	5.6	86.1
Douglas	9.3	65.9
Dunn	5.2	67.5
Eau Claire	15.2	87.3
Florence	.5	50.0
Fond du Lac	16.6	80.5
Forest	1.1	47.8
Grant	7.2	57.6
Green	4.9	65.3
Green Lake	2.6	56.5
Iowa	3.0	53.5
Iron	1.3	52.0
Jackson	3.1	64.5
Jefferson	11.9	88.1
Juneau	2.1	38.8
Kenosha	23.0	69.8
Kewaunee	3.9	82.9
La Crosse	13.6	63.8
Lafayette	3.4	65.3
Langlade	3.4	56.6
Lincoln	4.0	61.5
Manitowoc	18.2	88.7
Marathon	14.4	82.3
Marinette	6.5	82.5
Marquette	1.5	55.5
Milwaukee	283.9	96.7
Monroe	5.4	61.3
Oconto	6.1	83.5
Oneida	3.3	50.0
Outagamie	22.0	87.3
Ozaukee	6.8	89.4
Pepin	1.4	66.6
Pierce	4.0	64.5
Polk	6.4	86.4
Portage	5.6	58.9
Price	2.3	50.0
Racine	33.4	91.5
Richland	2.9	53.7
Rock	22.9	73.6
Rusk	2.5	55.5
St. Croix	6.7	85.8
Sauk	9.4	78.3
Sawyer	1.6	55.1
Shawano	6.0	62.5
Sheboygan	21.8	85.4
Taylor	2.2	46.8
Trempealeau	4.4	64.7
Vernon	3.7	48.0
Vilas	1.6	55.1
Walworth	13.1	89.1
Washburn	1.9	59.3
Washington	9.9	90.8
Waukesha	26.3	87.9
Waupaca	9.3	88.5
Waushara	2.2	52.3
Winnebago	24.6	82.0
Wood	9.3	60.7
State Total	668.2	80.2
WYOMING		
Albany	2.1	30.8
Big Horn	.9	24.3
Campbell	.3	21.4
Carbon	2.4	47.0
Converse	.5	29.4
Crook	.3	25.0
Fremont	.6	9.8
Goshen	1.1	29.7
Hot Springs	.4	22.2
Johnson	.4	28.6
Laramie	11.0	64.7
Lincoln	.9	39.1
Natrona	3.8	27.9
Niobrara	.6	50.0
Park	1.9	31.6
Platte	.6	25.0
Sheridan	1.6	25.8
Sublette	.2	22.2
Sweetwater	1.7	26.1
Teton	.3	37.5
Uinta	.6	35.2
Washakie	.4	19.0
Weston	.9	40.9
Yellowstone National Park	...	23.0
State Total	33.5	34.9
United States Total	39,010.6	78.8

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Before using these figures, read foreword, page 11.


Channel
CBS-TV Spot Sales
National Representatives, C.B.S.
Channel
Avery-Knodel, Inc.
National Representatives, A.B.C.
Channel
Katz Agency, Inc.
National Representatives, N.B.C.
CARIBOU
POWER
BANNOCK
CASSIA
ONEIDA
BEAR LAKE
LINCOLN
SWEETWATER
BOX ELDER
CACHE
RICH
ELKO
Great Salt Lake
Ogden
MORGAN
DAVIS
UINTA
WYOMING
SUMMIT
SALT LAKE
Salt Lake City
TOOELE
U T A H
WASATCH
DUCHESNE
Provo
JUAB
WHITE PINE
NEVADA
Salt Lake • Ogden • Provo
... one of the
first forty markets
THE 33-COUNTY MARKET*
Population 932,100
Effective Buying Income $1,392,366,000
Retail Sales $1,016,545,000
Automotive Store Sales $ 191,945,000
Gasoline Service Station Sales $ 95,241,000
Lumber, Building Materials, Hardware Dealers Sales $ 82,243,000
88% of the TV homes in this area can receive only these 3 stations (Nielsen Coverage Service 1956)
*Sales Management May 10, 1957

TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for Metropolitan Areas

AREA	TV HOMES SM Est., 1/1/57	
	No. of Homes (thous.)	% of All Homes
Abilene, Tex.	16.7	70.1
Akron, Ohio	137.7	94.8
Albany-Schenectady-Troy, N. Y.	153.6	87.0
Albuquerque, N. M.	41.7	67.9
Alexandria, La.	18.2	62.5
Allentown-Bethlehem-Easton, Pa.	116.8	89.1
Altoona, Pa.	34.3	86.3
Amarillo, Tex.	38.4	88.0
Anderson, Ind.	34.0	92.1
Ann Arbor, Mich.	39.0	91.5
Anniston, Ala.	15.0	63.8
Appleton, Wisc.	22.0	87.3
Asheville, N. C.	21.2	59.0
Atlanta, Ga.	213.1	88.2
Atlantic City, N. J.	40.8	91.0
Auburn, N. Y.	18.4	85.5
Augusta, Ga.	44.9	63.2
Austin, Tex.	35.6	69.2
Bakersfield, Cal.	60.6	75.8
Baltimore, Md.	380.1	87.8
Bangor, Me.	25.1	84.5
Baton Rouge, La.	43.6	71.0
Battle Creek, Mich.	36.4	87.2
Bay City, Mich.	25.2	87.8
Beaumont-Port Arthur, Tex.	58.9	87.6
Bellingham, Wash.	12.8	53.1
Beloit-Janesville, Wisc.	22.9	73.6
Billings, Mont.	13.3	57.3
Biloxi-Gulfport, Miss.	16.6	56.2
Binghamton, N. Y.	51.6	85.4
Birmingham, Ala.	141.7	81.3
Bloomington, Ill.	17.3	66.5
Boise, Idaho	29.0	67.7
Boston, Mass.	758.3	87.8
Bridgeport-Stamford, Norwalk, Conn.	152.1	87.1
Bremerton, Wash.	23.4	80.4
Bristol-Johnson City-Kingsport, Tenn.-Va.	32.2	54.6
Brockton, Mass.	63.3	94.4
Brownsville-Harlingen-McAllen, Tex.	48.3	52.4
Buffalo, N. Y.	336.9	90.4
Burlington, Vt.	16.7	93.8
Butte-Anaconda, Mont.	17.1	66.5
Canton, Ohio	82.1	88.2
Cedar Rapids, Iowa	33.9	90.6
Champaign-Urbana, Ill.	28.1	84.6
Charleston, S. C.	42.5	80.1
Charleston, W. Va.	70.3	80.2
Charlotte, N. C.	82.1	82.3
Chattanooga, Tenn.	53.8	67.0
Cheyenne, Wyo.	11.0	64.7
Chicago, Ill.	1753.4	92.3
Cincinnati, Ohio	301.7	91.6
Clarksburg, W. Va.	9.5	41.8
Cleveland, Ohio	473.1	94.2
Colorado Springs, Colo.	23.0	61.9
Columbia, S. C.	34.3	77.7
Columbus, Ga.	45.0	87.0
Columbus, Ohio	181.0	97.9
Corpus Christi, Tex.	50.7	76.1
Cumberland, Md.	14.9	54.7
Dallas, Tex.	218.6	86.4
Danville, Ill.	19.6	67.1
Danville, Va.	15.1	54.9
Davenport-Rock Island-Moline, Iowa-Ill.	75.4	93.6
Dayton, Ohio	156.4	98.4
Daytona Beach, Fla.	14.4	45.8
Decatur, Ill.	25.6	71.1
Denver, Colo.	192.3	80.4
Des Moines, Iowa	78.1	92.5
Detroit, Mich.	996.4	95.8
Dubuque, Iowa	17.7	86.3
Duluth-Superior, Minn.-Wisc.	65.1	79.2
Durham, N. C.	22.6	77.2
Eau Claire, Wisc.	22.6	77.1
El Paso, Tex.	64.4	90.5
Elkhart, Ind.	20.9	69.8
Elmira, N. Y.	25.0	84.1
Enid, Okla.	10.9	68.9
Erie, Pa.	60.4	87.9
Eugene, Ore.	35.6	72.0
Evansville, Ind.	46.9	70.1
Everett, Wash.	36.9	80.5
Fall River-New Bedford, Mass.	105.0	87.5
Fargo, N. D.	15.8	82.2
Fayetteville, N. C.	11.8	42.7
Flint, Mich.	83.8	83.0
Florence-Sheffield-Tuscumbia-Muscle Shoals, Ala.	8.9	33.7
Fort Lauderdale, Fla.	57.6	90.2
Fort Smith, Ark.	17.5	83.3
Fort Wayne, Ind.	88.3	89.4
Fort Worth, Tex.	133.7	82.0
Fresno, Cal.	73.6	74.1
Gadsden, Ala.	16.9	60.3
Galesburg, Ill.	16.0	88.3
Galveston, Tex.	29.1	79.7
Gastonia, N. C.	22.2	69.8
Grand Rapids, Mich.	91.4	90.5
Great Falls, Mont.	12.1	57.3
Green Bay, Wisc.	29.7	89.2
Greensboro-High Point, N. C.	51.2	88.2
Greenville, S. C.	41.5	76.1
Hagerstown, Md.	17.6	72.1
Hamilton-Middletown, Ohio	44.8	91.6
Hampton-Newport News, Warwick, Va.	43.9	90.8
Harrisburg, Pa.	83.7	87.4
Hartford-New Britain, Conn.	163.6	89.9
Houston, Tex.	298.5	88.0
Huntington-Ashland, W. Va.-Ky.	65.1	89.1
Hutchinson, Kans.	17.2	89.1
Indianapolis, Ind.	181.2	91.7
Jackson, Mich.	32.7	90.8
Jackson, Miss.	32.4	72.1
Jacksonville, Fla.	91.3	78.0
Jamestown, N. Y.	39.8	83.6
Johnstown, Pa.	65.3	82.6
Joplin, Mo.	27.6	73.2
Kalamazoo, Mich.	42.3	92.3
Kankakee, Ill.	19.0	88.3
Kansas City, Mo.	294.9	92.1
Kenosha, Wisc.	23.0	89.8
Knoxville, Tenn.	81.3	82.7
Kokomo, Ind.	17.1	90.0
La Crosse, Wisc.	13.6	83.6
Lafayette, Ind.	16.5	69.0
Lake Charles, La.	20.0	57.3
Lakeland, Fla.	29.8	64.6
Lancaster, Pa.	61.5	88.4
Lansing, Mich.	55.9	91.0
Laredo, Tex.	7.9	53.0
Las Vegas, Nev.	24.0	64.1
Lawton, Okla.	17.7	86.3
Lebanon, Pa.	21.7	90.0
Lewiston-Auburn, Me.	21.4	88.4
Lexington, Ky.	18.2	52.7
Lima, Ohio	26.1	87.2
Lincoln, Nebr.	35.8	86.4
Little Rock-North Little Rock, Ark.	53.4	73.3
Lorain-Elyria, Ohio	62.7	93.6
Los Angeles-Long Beach, Cal.	1701.7	84.2
Louisville, Ky.	169.4	91.1
Lubbock, Tex.	32.9	72.1
Lynchburg, Va.	15.0	69.4
Macon, Ga.	29.4	63.6
Madison, Wisc.	39.3	73.3
Manchester, N. H.	40.6	83.7
Manitowoc-Two Rivers, Wisc.	18.2	88.7
Mansfield, Ohio	27.6	89.3
Marion, Ind.	18.1	87.0
Mason City, Iowa	13.7	88.3
Memphis, Tenn.	134.0	85.8
Miami, Fla.	220.2	83.3
Middletown, Conn.	19.3	90.6
Midland, Tex.	12.2	86.5
Milwaukee, Wisc.	310.2	95.0
Minneapolis-St. Paul, Minn.	359.8	91.9
Mobile, Ala.	53.0	70.2
Modesto, Cal.	29.1	64.8
Monroe-West Monroe, La.	16.9	67.0
Montgomery, Ala.	35.7	80.0
Muncie, Ind.	29.0	85.7
Muskegon, Mich.	40.0	94.5
Nashville, Tenn.	88.7	86.2
New Castle, Pa.	26.8	86.4
New Haven-Waterbury, Conn.	157.6	87.5
New London-Norwich, Conn.	39.3	81.1
New Orleans, La.	213.1	86.6
New York-N. E. New Jersey	3,888.1	88.2
A. New York-N.E. N. J.	2,690.6	88.5
B. New York-N.E. N. J.	997.5	87.2
Newark, Ohio	20.4	85.0
Norfolk-Portsmouth, Va.	131.0	88.3
Odessa, Tex.	15.4	67.8
Ogden, Utah	24.2	81.4
Oklahoma City, Okla.	112.9	88.2
Omaha, Nebr.	113.4	90.4
Orlando, Fla.	42.8	71.4
Oshkosh, Wisc.	24.6	82.0
Paducah, Ky.	12.3	49.7
Pasco-Kennewick-Richland, Wash.	12.6	44.8
Pensacola, Fla.	30.1	72.3
Peoria, Ill.	78.0	91.6
Petersburg-Hopewell, Va.	18.7	80.9
Philadelphia, Pa.	1,052.2	86.9
Phoenix, Ariz.	124.2	82.1
Pittsburgh, Pa.	612.4	90.5
Pittsfield, Mass.	35.9	86.2
Port Huron, Mich.	26.2	89.8
Portland, Me.	43.7	86.5
Portland, Ore.	211.3	77.1
Portsmouth, Ohio	27.6	86.1
Poughkeepsie-Newburgh-Beacon, N. Y.	75.5	85.6
Providence-Pawtucket, R. I.	168.1	90.4
Provo, Utah	21.1	80.8
Pueblo, Colo.	18.4	60.3
Quincy, Ill.	19.2	88.0
Racine, Wisc.	33.4	91.5
Raleigh, N. C.	27.2	69.2
Rapid City, S. D.	8.3	45.3
Reading, Pa.	65.1	84.2
Reno, Nev.	19.5	81.9
Richmond, Va.	89.4	87.8
Richmond, Ind.	18.2	77.7
Roanoke, Va.	35.6	89.6
Rochester, N. Y.	148.8	86.8
Rockford, Ill.	49.5	86.3

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Before using these figures, read foreword, page 11.

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.



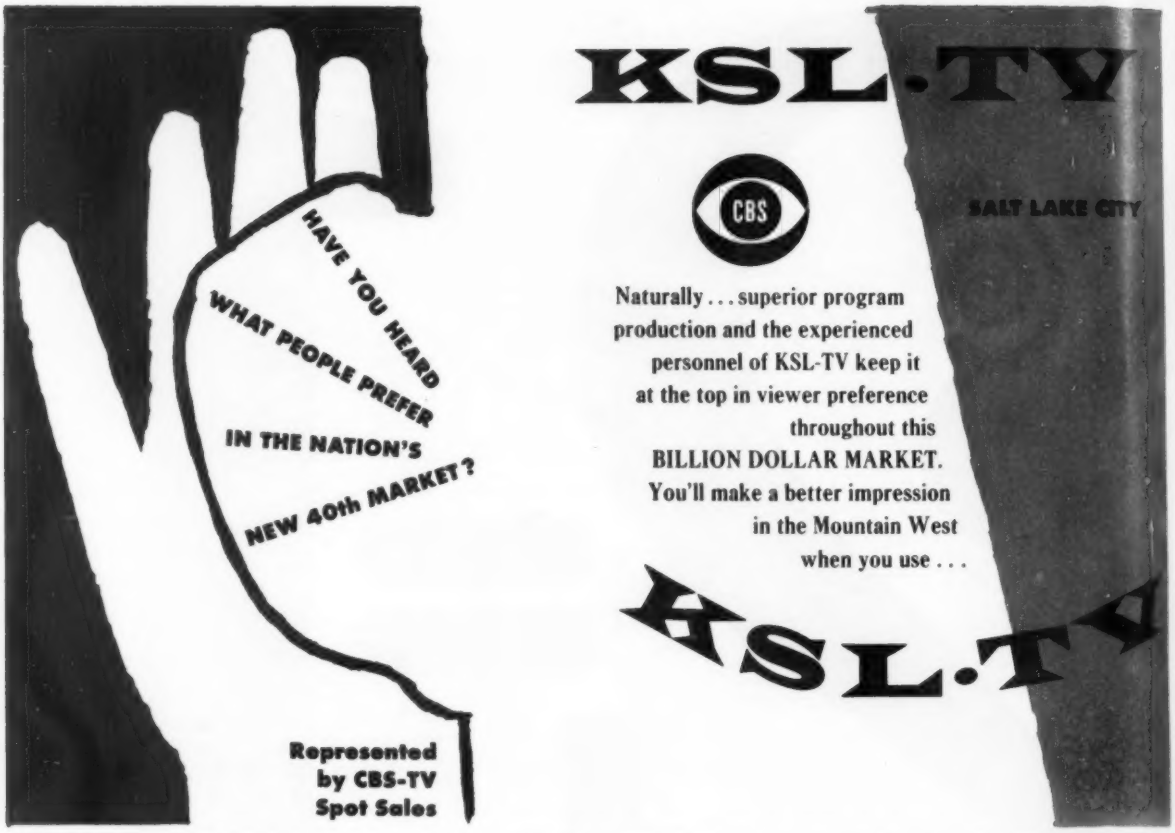
impossible? In the New York market, biggest of them all, it's not only possible, it's mathematically correct.

In this highly-competitive, seven station market, WCBS-TV, Channel 2, is the number one station month after month, year after year.

Isn't it clear that, in the nation's number one market, WCBS-TV should be your number one choice?

WCBS-TV, New York, CBS Owned, Channel 2

Represented by CBS Television Spot Sales



TV Homes and % of Homes Covered by TV—(Cont'd)

SM Estimates, 1/1/57, for Metropolitan Areas

AREA	TV HOMES SM Est., 1/1/57 No. of Homes (thous.)	% of All Homes
Sacramento, Cal.	107.0	83.4
Saginaw, Mich.	46.1	88.6
St. Joseph, Mo.	27.2	83.6
St. Louis, Mo.	562.5	94.4
Salem, Ore.	23.3	58.8
Salt Lake City, Utah	87.4	91.2
San Angelo, Tex.	12.5	57.8
San Antonio, Tex.	131.0	83.7
San Bernardino-Riverside-Ontario, Cal.	168.5	76.3
San Diego, Cal.	242.2	84.0
San Francisco-Oakland, Cal.	720.6	81.3
San Jose, Cal.	121.3	80.4
Santa Barbara, Cal.	25.9	71.5
Savannah, Ga.	37.8	77.9
Scranton, Pa.	63.8	87.1
Seattle, Wash.	210.9	79.3
Sheboygan, Wisc.	21.8	85.4
Shreveport, La.	61.9	83.7
Sioux City, Iowa	32.8	90.3
Sioux Falls, S. D.	23.4	90.0
South Bend, Ind.	86.4	91.0
Spartanburg, S. C.	24.8	59.1
Spokane, Wash.	71.6	81.8
Springfield, Ill.	33.8	74.4
Springfield-Holyoke, Mass.	119.7	85.3
Springfield, Mo.	35.6	89.8
Springfield, Ohio	34.4	91.2
Stockton, Cal.	54.2	77.7
Syracuse, N. Y.	100.6	88.0
Tacoma, Wash.	72.1	78.3
Tampa-St. Petersburg, Fla.	54.3	88.1
Temple, Tex.	17.2	68.2
Terre Haute, Ind.	32.9	94.2
Texarkana, Tex.-Ark.	20.7	66.7
Toledo, Ohio	131.8	92.7
Topeka, Kans.	37.3	89.0
Trenton, N. J.	61.4	87.0
Tucson, Ariz.	48.6	74.4
Tulsa, Okla.	98.6	96.0
Tyler, Tex.	14.0	58.0
Utica-Rome, N. Y.	78.7	88.9
Waco, Tex.	33.8	81.4
Washington, D. C.	480.3	88.6
Waterloo, Iowa	31.4	90.2
Watertown, N. Y.	19.4	72.9
West Palm Beach, Fla.	47.9	85.3
Wheeling-Steubenville, W. Va.-Ohio	93.4	90.4
Wichita, Kans.	90.4	87.6
Wichita Falls, Tex.	25.3	74.4
Wilkes-Barre-Hazleton, Pa.	88.2	83.8
Williamsport, Pa.	19.5	82.3
Wilmington, Del.	84.6	90.0
Wilmington, N. C.	11.6	55.7
Winston-Salem, N. C.	40.9	85.2
Worcester, Mass.	153.2	90.6
Yakima, Wash.	30.8	65.2
York, Pa.	56.3	87.4
Youngstown, Ohio	148.0	90.5
Zanesville, Ohio	17.9	73.3
Total Above Metropolitan Areas	28842.7	86.0
United States Total	39010.6	78.8

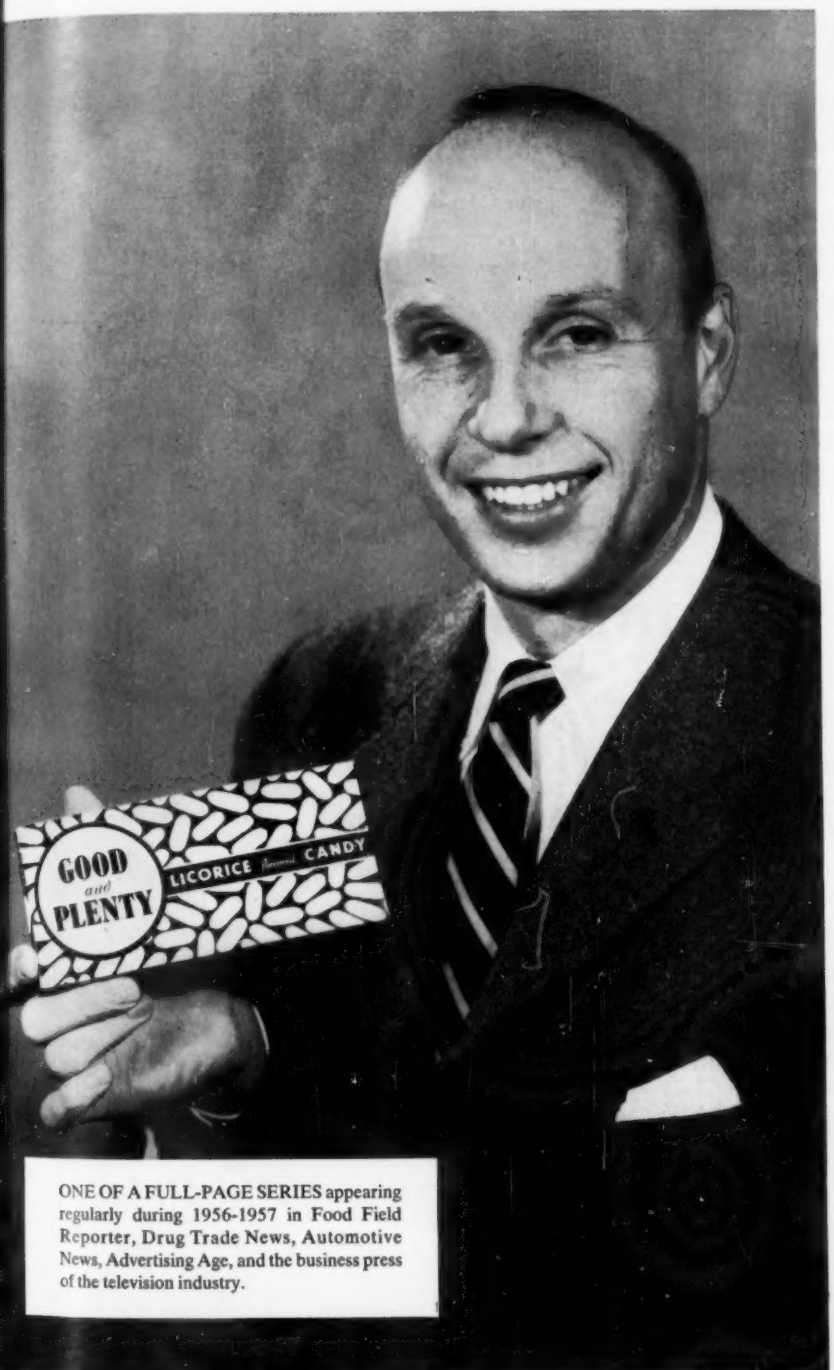
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Before using these figures, read foreword, page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

GOOD and PLENTY sales keep climbing

or a plenty-good reason, Spot-TV,



says Lester Rosskam Jr., Vice President of Quaker City Chocolate & Confectionery Co regarding WFIL-TV, Philadelph

Why call Spot-TV the 'plenty-good reas Mr. Rosskam?

Because we've been using TV advertising seven years now—and every year our sales h shown a substantial increase.

So you're convinced that TV is responsible the gains?

Naturally. Once we started using WFIL-T it didn't take long to see the effect in sales. consequence, year after year we've been putti more of our consumer budget into televisio

What type of commercials do you use?

On WFIL-TV we're buying local personalit —Sally Starr, Chief Halftown, Dick Clark. V give them considerable latitude, and they rea do a selling job. Then, too, we like the ex merchandising that we get by the use of o standing live personalities.

How many major markets do you cover?

Right now we're using Spot-TV in nine mark besides Philadelphia, though not all have t same type of program as WFIL-TV. Flexibil is one of the big advantages of spot, since find that what gets top results in one mark may not be the best answer in another.

You find Spot-TV is easy to merchandise?

Yes, we've had dramatic proof that the tra recognizes the selling power of television. Wh we introduced our new half-pound package, got fine trade-support and wide advance dist bution just by announcing our plans to featu the package on TV. It's really an understat ment to say that Spot-TV is the 'plenty-goo reason why GOOD AND PLENTY sales ke climbing. Actually television is the whole reas —and that's why we're now concentrating v tually our entire budget on Spot-TV.

ONE OF A FULL-PAGE SERIES appearing regularly during 1956-1957 in Food Field Reporter, Drug Trade News, Automotive News, Advertising Age, and the business press of the television industry.

LESTER ROSSKAM, Jr., Vice President of Quaker City Chocolate and Confectionery Co.

For sales building availabilities on these major-market stations... Call **BLAIR-TV** *Television's First Exclusi National Representati*

-Richmond
-TV—New Orleans
-TV—Omaha

WBNS-TV—Columbus
KING-TV—Seattle-Tacoma
KTTV—Los Angeles

WBKB—Chicago
WXYZ-TV—Detroit
KFRE-TV—Fresno

WFIL-TV—Philadelphia
KVOO-TV—Tulsa
WFLA-TV—Tampa-St. Petersburg

WPRO-TV—Providence
WIIC—Pittsburgh
WNBF-TV—Binghamton

WEWS—Cleveland
WCPO-TV—Cincinnati
WMCT—Memphis

KGO-TV—San Francisco
KFJZ-TV—Dallas-Ft. Worth

WABC-TV—Ne
WFBG-TV—Alt
KGW-TV—Port

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23 Great Newspapers can help you sell with this $250,000 Research Job

GET THE 1957 CONSOLIDATED CONSUMER ANALYSIS— PRODUCT USE, BRAND POSITION AND TRENDS

SUBJECTS COVERED

include favorite shopping days, foods, soaps and allied products, toiletries, beverages, homes and appliances, automobile ownership and purchasing plans, gasoline, oil, tires, painting, paper products, carpets and rugs, outboard motors, shoes, power lawn mowers, cigars and cigarettes, foundation garments, children in households, incomes.



The 12th annual edition of the Consolidated Consumer Analysis brings you a nation-wide picture of shopping habits with 23-market comparisons in 125 different product classifications and thousands of brands, a three year trend in product use and median product use. The report is again improved with the addition of two new members to the Consumer Analysis group—the Denver Post and Wichita Eagle. This 200-page digest showing the competitive situation, consumer acceptance and sales potentials in 23 markets also includes basic data on population, households, income and retail sales.

Chicago Daily News
Cincinnati Times-Star
The Columbus Dispatch-Ohio State Journal
Denver Post
Duluth Herald and News-Tribune
The Fresno Bee
Honolulu Star-Bulletin
The Indianapolis Star and News
Long Beach Independent and Press-Telegram
The Milwaukee Journal
The Modesto Bee
Newark News
The Omaha World-Herald
Oregon Journal (Portland)
Phoenix Republic and Gazette
Portland (Me.) Press Herald-Evening Expr
The Sacramento Bee
The Salt Lake City Tribune and Deseret News
The San Jose Mercury and News
The Seattle Times
St. Paul Dispatch and Pioneer Press
The Washington Star
Wichita Eagle

Get your copy from one of these newspapers or their representative

Population and Rank, 200 Largest Counties

200 Leading Counties

	THOUSANDS	% OF U.S.A.
Population	96,418.2	57.11
E.B. Income	$189,355,374	66.72
Retail Sales	$122,859,216	63.82
Food	$ 28,416,899	64.57
Eating & Drinking	$ 10,162,624	70.78
Genl. Mds.	$ 18,332,447	73.22
Apparel	$ 9,445,723	74.37
Furn. Hshld. Appl.	$ 6,925,537	68.50
Automotive	$ 20,468,813	59.95
Gas. Serv. Sta.	$ 7,226,691	55.69
Lumb. Bldg. Hdwre.	$ 6,856,160	49.25
Drug	$ 4,111,651	66.78

Leading Counties Section

The county is undoubtedly the best and most flexible geographic unit available for the definition of market areas, and unlike metropolitan areas or cities, all counties account for 100 per cent of the nation's population, income and retail sales. For this reason, any marketing breakdown of the nation is usually done by counties.

The 1950 Census tabulated results for 3,070 counties, 29 independent cities, the District of Columbia, and parts of Yellowstone National Park in Idaho, Montana and Wyoming. SALES MANAGEMENT considers Yellowstone National Park and the District of Columbia as counties, and includes independent cities in their counties.

Thus, the independent city of Baltimore is included with the county of Baltimore, the independent city of St. Louis is included with St. Louis county, and similar treatment is given to all the independent cities of Virginia. In this way, we established 3,072 basic county units accounting for the U. S. totals in 1950.

However, the following changes in county definitions have taken place since April, 1950. Armstrong county in South Dakota has lost its separate identity, and has been merged with Dewey county, reducing the total county count to 3,071. In 1952, the counties of Elizabeth City and Warwick of Virginia elected to change their status to that of independent cities, entitled respectively Hampton and Warwick. In effect, we now have the three independent cities of Hampton, Warwick and Newport News constituting a single metropolitan area but with no parent county in which to include them. Since we wish to retain the additive property of Virginia counties, we have grouped these three cities into a new county designation, which we call Newport News. This county has no legal existence, but permits the counties of Virginia to add up to the Virginia state totals.

The total count of counties in the 1957 *Survey* is therefore 3,070. In the rankings of the leading 200 counties, however, we treat the five counties of New York City as one.

Vast divergences characterize the economic behavior of these 3,070 counties, with a relatively small number accounting for the bulk of economic activity. For that reason, the rankings of the leading 200 counties shown below will be found quite adequate for the marketing needs of those who wish to concentrate their attention most profitably on the smallest number of separate county areas. In this respect the leading 200 counties will be found to approximate roughly the 168 standard metropolitan areas. Both account for not quite two-thirds of all retail sales.

For each significant market factor, we show below the 200 leading counties with respect to that factor. The degree of centralization varies of course with each factor. The leading 200 counties with respect to population in 1956 accounted for 57.11 per cent of total population, but the leading 200 counties in general merchandise accounted for over 73.22 per cent of total general merchandise sales. The rankings per capita and per family income are restricted to the 200 counties leading in population, and the rankings of the 200 counties leading in retail sales per family are restricted to the 200 counties leading in sales, in order to avoid inclusion of small, relatively unimportant counties with high per capita or per-family ratios of income or sales.

In addition we show the rankings of farm income, population, total income, per family and per capita income, retail sales, retail sales per family, food store sales, sales of eating and drinking places, apparel and accessories stores, furniture, home furnishings, and appliance dealers, automotive groups, gasoline service stations, lumber, building materials, hardware and farm equipment dealers, and drug stores and proprietary stores.

Population and Rank, 200 Largest Counties

SM Estimates, January 1, 1957, for the 200 counties leading in population

COUNTY and STATE	LEADING CITY	POPULATION SM Est. (in thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	8094.3	1
Los Angeles, Cal.	Los Angeles	5400.2	2
Cook, Ill.	Chicago	4881.8	3
Wayne, Mich.	Detroit	2777.5	4
Philadelphia, Pa.	Philadelphia	2180.3	5
Allegheny, Pa.	Pittsburgh	1601.7	6
Cuyahoga, Ohio	Cleveland	1551.0	7
St. Louis, Mo.	St. Louis	1451.8	8
Baltimore, Md.	Baltimore	1372.0	9
Nassau, N. Y.	Hempstead Township	1163.1	10
Middlesex, Mass.	Cambridge	1144.8	11
Harris, Tex.	Houston	1134.1	12
Erie, N. Y.	Buffalo	1046.6	13
Milwaukee, Wisc.	Milwaukee	994.0	14
Essex, N. J.	Newark	983.5	15
San Diego, Cal.	San Diego	875.7	16
District of Columbia, D. C.	Washington	868.2	17
Alameda, Cal.	Oakland	866.8	18
Suffolk, Mass.	Boston	838.5	19
Dallas, Tex.	Dallas	823.9	20
Hamilton, Ohio	Cincinnati	823.8	21
San Francisco, Cal.	San Francisco	810.1	22
King, Wash.	Seattle	782.1	23
Dade, Fla.	Miami	765.6	24
Hennepin, Minn.	Minneapolis	764.3	25
Westchester, N. Y.	Yonkers	733.0	26
Bergen, N. J.	Hackensack	706.0	27
Orleans, La.	New Orleans	639.8	28
Hudson, N. J.	Jersey City	637.0	29
Hartford, Conn.	Hartford	625.6	30
Marion, Ind.	Indianapolis	624.9	31
Franklin, Ohio	Columbus	621.9	32
Jefferson, Ala.	Birmingham	615.6	33
New Haven, Conn.	New Haven	611.9	34
Fairfield, Conn.	Bridgeport	595.9	35
Bexar, Tex.	San Antonio	594.2	36
Jackson, Mo.	Kansas City	593.2	37
Providence, R. I.	Providence	581.7	38
Worcester, Mass.	Worcester	581.5	39
Jefferson, Ky.	Louisville	580.0	40
Oakland, Mich.	Pontiac	577.8	41
Essex, Mass.	Lynn	550.8	42
Shelby, Tenn.	Memphis	547.4	43
Monroe, N. Y.	Rochester	545.9	44
Multnomah, Ore.	Portland	542.0	45
Fulton, Ga.	Atlanta	539.1	46
Tarrant, Tex.	Fort Worth	535.0	47
Maricopa, Ariz.	Phoenix	520.9	48
Delaware, Pa.	Chester	516.2	49
Denver, Colo.	Denver	510.2	50
Santa Clara, Cal.	San Jose	490.1	51
Summit, Ohio	Akron	484.0	52
Suffolk, N. Y.	Patchogue	483.7	53
Norfolk, Va.	Norfolk	474.3	54
Montgomery, Ohio	Dayton	467.9	55
Lake, Ind.	Gary	467.0	56
Lucas, Ohio	Toledo	466.1	57
Union, N. J.	Elizabeth	465.8	58
Montgomery, Pa.	Lower Merion Township	463.0	59
Norfolk, Mass.	Quincy	457.5	60
Orange, Cal.	Santa Ana	450.0	61
San Bernardino, Cal.	San Bernardino	430.8	62
Ramsey, Minn.	St. Paul	414.8	63
Sacramento, Cal.	Sacramento	409.5	64
Duval, Fla.	Jacksonville	409.4	65
Oklahoma, Okla.	Oklahoma City	400.0	66
Hampden, Mass.	Springfield	398.1	67
Bristol, Mass.	New Bedford	396.0	68
San Mateo, Cal.	San Mateo	386.0	69
Onondaga, N. Y.	Syracuse	384.1	70
Luzerne, Pa.	Wilkes-Barre	374.9	71
Passaic, N. J.	Paterson	366.2	72
Davidson, Tenn.	Nashville	362.9	73
Contra Costa, Cal.	Richmond	358.2	74
Genesee, Mich.	Flint	342.5	75
Hillsborough, Fla.	Tampa	340.9	76
Middlesex, N. J.	New Brunswick	337.3	77
Camden, N. J.	Camden	337.0	78
Kent, Mich.	Grand Rapids	330.3	79
Westmoreland, Pa.	Greensburg	330.2	80
Salt Lake, Utah	Salt Lake City	329.8	81
Fresno, Cal.	Fresno	325.5	82
Tulsa, Okla.	Tulsa	323.5	83
Prince Georges, Md.	Hyattsville	320.6	84
Henrico, Va.	Richmond	318.6	85
Douglas, Nebr.	Omaha	316.9	86
Stark, Ohio	Canton	316.8	87
Sedgwick, Kans.	Wichita	313.7	88
Pierce, Wash.	Tacoma	308.3	89
Montgomery, Md.	Rockville	298.6	90
El Paso, Tex.	El Paso	292.8	91
Mahoning, Ohio	Youngstown	286.1	92
Monmouth, N. J.	Asbury Park	283.4	93
Mobile, Ala.	Mobile	272.4	94
Macomb, Mich.	Mount Clemens	270.6	95
New Castle, Del.	Wilmington	270.4	96
Kern, Cal.	Bakersfield	268.9	97
Spokane, Wash.	Spokane	267.8	98
Mercer, N. J.	Trenton	261.0	99
Berks, Pa.	Reading	260.4	100
Albany, N. Y.	Albany	259.5	101
Lake, Ill.	Waukegan	259.0	102
Bucks, Pa.	Bristol	256.5	103
Polk, Iowa	Des Moines	253.7	104
Lackawanna, Pa.	Scranton	253.6	105
Riverside, Cal.	Riverside	253.0	106
Nueces, Tex.	Corpus Christi	249.7	107
Du Page, Ill.	Elmhurst	248.8	108
Arlington, Va.	Alexandria	248.7	109
Pinellas, Fla.	St. Petersburg	245.8	110
St. Joseph, Ind.	South Bend	245.1	111
Kanawha, W. Va.	Charleston	244.2	112
Lancaster, Pa.	Lancaster	242.5	113
Knox, Tenn.	Knoxville	242.5	113
Pulaski, Ark.	Little Rock	242.3	115
Hamilton, Tenn.	Chattanooga	236.7	116
Oneida, N. Y.	Utica	236.6	117
Erie, Pa.	Erie	236.1	118
Mecklenberg, N. C.	Charlotte	235.9	119
St. Clair, Ill.	East St. Louis	231.7	120
San Joaquin, Cal.	Stockton	231.2	121
Jefferson, Tex.	Beaumont	229.5	122
Pima, Ariz.	Tucson	227.5	123
Washington, Pa.	Washington	220.6	124
East Baton Rouge, La.	Baton Rouge	220.5	125
Guilford, N. C.	Greensboro	220.4	126
St. Louis, Minn.	Duluth	220.3	127
Bernalillo, N. M.	Albuquerque	218.8	128
Plymouth, Mass.	Brockton	218.5	129
Niagara, N. Y.	Niagara Falls	217.7	130
York, Pa.	York	215.0	131
Cambria, Pa.	Johnstown	214.4	132
Dauphin, Pa.	Harrisburg	213.5	133
Madison, Ill.	Alton	212.8	134
Allen, Ind.	Fort Wayne	210.1	135
Caddo, La.	Shreveport	209.4	136
Ingham, Mich.	Lansing	208.4	137
Morris, N. J.	Morristown	207.8	138
Broward, Fla.	Fort Lauderdale	206.3	139
Lehigh, Pa.	Allentown	204.3	140
Beaver, Pa.	Beaver Falls	203.1	141
Broome, N. Y.	Binghamton	201.8	142
Hidalgo, Tex.	McAllen	201.2	143
Greenville, S. C.	Greenville	198.1	144
Wyandotte, Kans.	Kansas City	196.4	145
Orange, Fla.	Orlando	196.1	146
Lorain, Ohio	Lorain	194.0	147
Charleston, S. C.	Charleston	194.0	147
Travis, Tex.	Austin	193.8	149
Schuylkill, Pa.	Pottsville	192.8	150
Dane, Wisc.	Madison	189.6	151
Northampton, Pa.	Bethlehem	187.9	152
Peoria, Ill.	Peoria	186.6	153
Newport News, Va.	Newport News	184.5	154
Fayette, Pa.	Uniontown	183.9	155
De Kalb, Ga.	Decatur	183.6	156
Vanderburgh, Ind.	Evansville	182.9	157
Chester, Pa.	West Chester	182.0	158
Fairfax, Va.	Falls Church	181.6	159
Winnebago, Ill.	Rockford	181.1	160
Saginaw, Mich.	Saginaw	180.3	161
Trumbull, Ohio	Warren	179.3	162
Palm Beach, Fla.	West Palm Beach	177.4	163
Forsyth, N. C.	Winston-Salem	176.1	164
Monterey, Cal.	Salinas	175.0	165
Richland, S. C.	Columbia	173.6	166
Cumberland, Me.	Portland	171.3	167
Cameron, Tex.	Harlingen	171.0	168
Butler, Ohio	Hamilton	170.5	169
Kane, Ill.	Aurora	168.3	170
Orange, N. Y.	Newburgh	166.5	171
Burlington, N. J.	Burlington	166.4	172
New London, Conn.	New London	165.4	173
Chatham, Ga.	Savannah	165.0	174
Richmond, Ga.	Augusta	164.4	175
Hinds, Miss.	Jackson	163.7	176
Ventura, Cal.	Ventura	162.7	177
Lubbock, Tex.	Lubbock	162.3	178
Hillsborough, N. H.	Manchester	162.2	179
Polk, Fla.	Lakeland	162.2	179
Anne Arundel, Md.	Annapolis	161.9	181
Schenectady, N. Y.	Schenectady	161.6	182
Spartanburg, S. C.	Spartanburg	160.4	183
Wake, N. C.	Raleigh	159.9	184
Washtenaw, Mich.	Ann Arbor	159.8	185
Montgomery, Ala.	Montgomery	159.0	186
Jefferson, La.	Gretna	158.6	187
Will, Ill.	Joliet	158.1	188
Lane, Ore.	Eugene	157.4	189
Escambia, Fla.	Pensacola	156.1	190
Yakima, Wash.	Yakima	153.1	191
Kalamazoo, Mich.	Kalamazoo	152.9	192
Rock Island, Ill.	Rock Island	147.4	193
Muscogee, Ga.	Columbus	147.3	194
Chautauqua, N. Y.	Jamestown	146.8	195
Stanislaus, Cal.	Modesto	145.5	196
Tulare, Cal.	Visalia	145.2	197
Roanoke, Va.	Roanoke	144.9	198
Dutchess, N. Y.	Poughkeepsie	144.3	199
Atlantic, N. J.	Atlantic City	142.8	200
Total Above Counties		96,418.2	
% of U. S. A.		57.1180	

Honolulu County, with a population of 446.4 thousand, would rank 62 if included above.

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Total Net Effective Buying Income, 200 Leading Counties

1 out of 6 lives in a SCRIPPS-HOWARD NEWSPAPER MARKET

17.4% of the population of the entire United States lives in the Standard Metropolitan Areas of the 16 cities in which Scripps-Howard publishes a newspaper.

Every one of those 16 markets has a population of over 200,000, which means they all should have your primary attention.

Start solving your media selection problems by contacting us for information and making up a list that starts with the newspapers listed below.

POPULATION*

(Standard Metropolitan Area)

NEW YORK	14,406,100
SAN FRANCISCO	2,671,600
PITTSBURGH	2,355,600
WASHINGTON, D.C.	1,917,700
CLEVELAND	1,666,000
HOUSTON	1,134,100
CINCINNATI	1,036,700
DENVER	756,400
INDIANAPOLIS	624,900
COLUMBUS	621,900
MEMPHIS	547,400
FORT WORTH	535,000
KNOXVILLE	363,700
EL PASO	292,800
ALBUQUERQUE	218,800
EVANSVILLE	215,900
	29,364,600
U.S. TOTAL	**168,805,300**

*Sales Management Estimates January 1, 1957

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK, *World-Telegram & The Sun*
CLEVELAND . . . . . *Press*
PITTSBURGH . . . . . *Press*
SAN FRANCISCO . . . . . *News*
INDIANAPOLIS . . . . . *Times*
COLUMBUS . . . . . *Citizen*
CINCINNATI . . . . . *Post*
KENTUCKY . . . . . *Post*
Covington edition, Cincinnati Post
KNOXVILLE . . . . *News-Sentinal*



DENVER . . . *Rocky Mountain News*
BIRMINGHAM . . . . *Post-Herald*
MEMPHIS . . . . . *Press-Scimitar*
MEMPHIS . . . *Commercial Appeal*
WASHINGTON . . . . . *News*
EVANSVILLE . . . . . *Press*
HOUSTON . . . . . *Press*
FORT WORTH . . . . . *Press*
ALBUQUERQUE . . . . . *Tribune*
EL PASO . . . . . *Herald-Post*

General Advertising Department, 230 Park Avenue, New York City

Chicago San Francisco Detroit Cincinnati Philadelphia Dallas

Total Net Effective Buying Income, 200 Leading Counties

SM Estimates, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	NET E.B.I. SM Estimate (in thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	16,345,124	1
Los Angeles, Cal.	Los Angeles	11,530,023	2
Cook, Ill.	Chicago	11,476,197	3
Wayne, Mich.	Detroit	5,962,018	4
Philadelphia, Pa.	Philadelphia	4,132,767	5
Cuyahoga, Ohio	Cleveland	3,617,528	6
Allegheny, Pa.	Pittsburgh	3,065,066	7
Nassau, N. Y.	Hempstead Township	2,928,340	8
St. Louis, Mo.	St. Louis	2,870,786	9
Baltimore, Md.	Baltimore	2,327,281	10
Essex, N. J.	Newark	2,324,743	11
Middlesex, Mass.	Cambridge	2,256,589	12
Harris, Tex.	Houston	2,138,153	13
San Francisco, Cal.	San Francisco	2,069,585	14
Milwaukee, Wisc.	Milwaukee	2,061,276	15
District of Columbia, D. C.	Washington	1,958,222	16
Alameda, Cal.	Oakland	1,917,285	17
Westchester, N. Y.	Yonkers	1,908,836	18
Bergen, N. J.	Hackensack	1,786,542	19
Erie, N. Y.	Buffalo	1,767,505	20
San Diego, Cal.	San Diego	1,748,312	21
King, Wash.	Seattle	1,709,129	22
Hamilton, Ohio	Cincinnati	1,651,893	23
Dallas, Tex.	Dallas	1,639,673	24
Hennepin, Minn.	Minneapolis	1,577,793	25
Suffolk, Mass.	Boston	1,549,890	26
Dade, Fla.	Miami	1,508,311	27
Fairfield, Conn.	Bridgeport	1,488,720	28
Hartford, Conn.	Hartford	1,454,663	29
Marion, Ind.	Indianapolis	1,359,099	30
Franklin, Ohio	Columbus	1,347,551	31
New Haven, Conn.	New Haven	1,312,830	32
Hudson, N. J.	Jersey City	1,269,751	33
Jackson, Mo.	Kansas City	1,251,891	34
Delaware, Pa.	Chester	1,189,779	35
Oakland, Mich.	Pontiac	1,169,911	36
Union, N. J.	Elizabeth	1,163,314	37
Montgomery, Pa.	Lower Merion Township	1,084,433	38
Providence, R. I.	Providence	1,080,233	39
Lucas, Ohio	Toledo	1,065,190	40
Orleans, La.	New Orleans	1,052,867	41
Norfolk, Mass.	Quincy	1,028,491	42
Monroe, N. Y.	Rochester	1,021,119	43
Jefferson, Ky.	Louisville	1,017,940	44
Fulton, Ga.	Atlanta	1,007,744	45
Montgomery, Ohio	Dayton	1,001,856	46
Denver, Colo.	Denver	994,958	47
Multnomah, Ore.	Portland	990,186	48
Worcester, Mass.	Worcester	987,269	49
Essex, Mass.	Lynn	978,878	50
Jefferson, Ala.	Birmingham	971,355	51
San Mateo, Cal.	San Mateo	969,554	52
Lake, Ind.	Gary	961,256	53
Santa Clara, Cal.	San Jose	956,962	54
Tarrant, Tex.	Fort Worth	941,061	55
Summit, Ohio	Akron	937,119	56
Shelby, Tenn.	Memphis	917,129	57
Sacramento, Cal.	Sacramento	854,056	58
Bexar, Tex.	San Antonio	819,807	59
Norfolk, Va.	Norfolk	819,203	60
Orange, Cal.	Santa Ana	815,933	61
Maricopa, Ariz.	Phoenix	796,681	62
Ramsey, Minn.	St. Paul	787,759	63
Passaic, N. J.	Paterson	786,109	64
Arlington, Va.	Alexandria	781,564	65
Suffolk, N. Y.	Patchogue	755,604	66
Hampden, Mass.	Springfield	738,378	67
Oklahoma, Okla.	Oklahoma City	712,249	68
Contra Costa, Cal.	Richmond	702,258	69
San Bernardino, Cal.	San Bernardino	683,032	70
Middlesex, N. J.	New Brunswick	677,851	71
Montgomery, Md.	Rockville	676,181	72
Genesee, Mich.	Flint	674,580	73
Onondaga, N. Y.	Syracuse	657,256	74
Camden, N. J.	Camden	646,632	75
Duval, Fla.	Jacksonville	624,396	76
Bristol, Mass.	Bedford	615,386	77
Tulsa, Okla.	Tulsa	610,033	78
Kent, Mich.	Grand Rapids	600,473	79
Davidson, Tenn.	Nashville	598,853	80
Lake, Ill.	Waukegan	595,493	81
Du Page, Ill.	Elmhurst	594,577	82
New Castle, Del.	Wilmington	586,190	83
Henrico, Va.	Richmond	579,279	84
Douglas, Nebr.	Omaha	574,635	85
Salt Lake, Utah	Salt Lake City	565,990	86
Stark, Ohio	Canton	563,705	87
Pierce, Wash.	Tacoma	561,934	88
Mahoning, Ohio	Youngstown	558,708	89
Prince Georges, Md.	Hyattsville	554,464	90
Sedgwick, Kans.	Wichita	553,722	91
Monmouth, N. J.	Asbury Park	550,926	92
Mercer, N. J.	Trenton	549,598	93
St. Joseph, Ind.	South Bend	544,949	94
Fresno, Cal.	Fresno	543,927	95
Luzerne, Pa.	Wilkes-Barre	540,716	96
Spokane, Wash.	Spokane	519,983	97
Westmoreland, Pa.	Greensburg	495,835	98
Berks, Pa.	Reading	495,104	99
Polk, Iowa	Des Moines	491,976	100
Kern, Cal.	Bakersfield	488,930	101
Lancaster, Pa.	Lancaster	480,684	102
Bucks, Pa.	Bristol	474,902	103
Hillsborough, Fla.	Tampa	467,835	104
Macomb, Mich.	Mount Clemens	464,445	105
Albany, N. Y.	Albany	461,615	106
El Paso, Tex.	El Paso	456,799	107
Morris, N. J.	Morristown	442,797	108
Erie, Pa.	Erie	424,907	109
Allen, Ind.	Fort Wayne	423,759	110
Ingham, Mich.	Lansing	421,643	111
Pinellas, Fla.	St. Petersburg	417,534	112
Mecklenburg, N. C.	Charlotte	416,878	113
San Joaquin, Cal.	Stockton	412,927	114
Kanawha, W. Va.	Charleston	408,044	115
Riverside, Cal.	Riverside	400,977	116
Jefferson, Tex.	Beaumont	398,318	117
De Kalb, Ga.	Decatur	394,961	118
Fairfax, Va.	Falls Church	392,968	119
Nueces, Tex.	Corpus Christi	390,215	120
Dauphin, Pa.	Harrisburg	383,039	121
East Baton Rouge, La.	Baton Rouge	383,022	122
Lehigh, Pa.	Allentown	380,392	123
Dane, Wisc.	Madison	379,248	124
Madison, Ill.	Alton	376,270	125
St. Clair, Ill.	East St. Louis	374,553	126
Mobile, Ala.	Mobile	374,444	127
Lorain, Ohio	Lorain	373,929	128
Pulaski, Ark.	Little Rock	372,811	129
Bernalillo, N. M.	Albuquerque	372,795	130
Lackawanna, Pa.	Scranton	370,977	131
Peoria, Ill.	Peoria	370,895	132
Beaver, Pa.	Beaver Falls	369,807	133
Pima, Ariz.	Tucson	363,184	134
Guilford, N. C.	Greensboro	363,147	135
Winnebago, Ill.	Rockford	362,631	136
Niagara, N. Y.	Niagara Falls	360,862	137
York, Pa.	York	360,818	138
Plymouth, Mass.	Brockton	360,473	139
Knox, Tenn.	Knoxville	354,028	140
Oneida, N. Y.	Utica	353,808	141
St. Louis, Minn.	Duluth	353,454	142
Monterey, Cal.	Salinas	348,593	143
Broward, Fla.	Fort Lauderdale	348,948	144
Hamilton, Tenn.	Chattanooga	342,521	145
Broome, N. Y.	Binghamton	340,397	146
Kane, Ill.	Aurora	339,723	147
Washington, Pa.	Washington	339,001	148
Northampton, Pa.	Bethlehem	336,317	149
Chester, Pa.	West Chester	333,028	150
Caddo, La.	Shreveport	331,118	151
Vanderburgh, Ind.	Evansville	325,444	152
Trumbull, Ohio	Warren	318,785	153
Schenectady, N. Y.	Schenectady	317,055	154
Butler, Ohio	Hamilton	316,817	155
Wyandotte, Kans.	Kansas City	310,162	156
Burlington, N. J.	Burlington	305,754	157
Orange, Fla.	Orlando	304,497	158
Lubbock, Tex.	Lubbock	303,612	159
Newport News, Va.	Newport News	301,193	160
Travis, Tex.	Austin	300,915	161
New London, Conn.	New London	297,354	162
Cambria, Pa.	Johnstown	296,966	163
Saginaw, Mich.	Saginaw	296,287	164
Ventura, Cal.	Ventura	293,948	165
Hillsborough, N. H.	Manchester	292,838	166
Greenville, S. C.	Greenville	288,069	167
Washtenaw, Mich.	Ann Arbor	286,191	168
Cumberland, Me.	Portland	284,064	169
Will, Ill.	Joliet	283,747	170
Rock Island, Ill.	Rock Island	283,203	171
Johnson, Kans.	Suburb of Kansas City	280,870	172
Palm Beach, Fla.	West Palm Beach	277,604	173
Marin, Cal.	San Rafael	276,218	174
Forsyth, N. C.	Winston-Salem	275,455	175
Kalamazoo, Mich.	Kalamazoo	273,834	176
Champaign, Ill.	Champaign	261,794	177
Schuylkill, Pa.	Pottsville	261,203	178
Sangamon, Ill.	Springfield	260,412	179
Lane, Ore.	Eugene	259,041	180
Solano, Cal.	Vallejo	258,322	181
Lancaster, Nebr.	Lincoln	256,703	182
Orange, N. Y.	Newburgh	254,277	183
Richland, S. C.	Columbia	254,032	184
Richmond, Ga.	Augusta	251,834	185
Atlantic, N. J.	Atlantic City	250,991	186
Muscogee, Ga.	Columbus	250,491	187
Charleston, S. C.	Charleston	247,844	188
Clark, Nev.	Las Vegas	247,089	189
Chatham, Ga.	Savannah	246,742	190
Fayette, Pa.	Uniontown	245,785	191
Racine, Wisc.	Racine	245,231	192
Calhoun, Mich.	Battle Creek	242,513	193
Somerset, N. J.	Somerville	242,193	194
Hinds, Miss.	Jackson	240,024	195
Roanoke, Va.	Roanoke	239,596	196
Wake, N. C.	Raleigh	238,089	197
Berkshire, Mass.	Pittsfield	237,252	198
Jefferson, La.	Gretna	236,561	199
Montgomery, Ala.	Montgomery	235,349	200
Total Above Counties		189,355,374	
% of U. S. A.		66.7229	

Honolulu County, with a Net Effective Buying Income of $726,830 thousand, would rank 68 if included above.

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Per Family Effective Buying Income, 200 Counties



Your advertising will be read by more people in THIS WEEK Magazine than in any other publication

Per Family Effective Buying Income, 200 Counties

SM Estimates, 1956, for the 200 counties leading in population

COUNTY and STATE	LEADING CITY	NET E.B.I. PER FAMILY SM Estimates	Rank in Group
Arlington, Va.	Alexandria	10,347	1
Westchester, N. Y.	Yonkers	8,805	2
Fairfax, Va.	Falls Church	8,694	3
Fairfield, Conn.	Bridgeport	8,526	4
Nassau, N. Y.	Hempstead Township	8,503	5
Montgomery, Pa.	Lower Merion Township	8,479	6
Union, N. J.	Elizabeth	8,460	7
Lake, Ill.	Waukegan	8,329	8
Bergen, N. J.	Hackensack	8,260	9
Du Page, Ill.	Elmhurst	8,190	10
Delaware, Pa.	Chester	8,110	11
Montgomery, Md.	Rockville	8,108	12
Hartford, Conn.	Hartford	8,001	13
Essex, N. J.	Newark	7,940	14
San Mateo, Cal.	San Mateo	7,902	15
Norfolk, Mass.	Quincy	7,881	16
Mercer, N. J.	Trenton	7,796	17
Cuyahoga, Ohio	Cleveland	7,735	18
District of Columbia	Washington	7,688	19
Morris, N. J.	Morristown	7,608	20
New Castle, Del.	Wilmington	7,603	21
Cook, Ill.	Chicago	7,533	22
Lucas, Ohio	Toledo	7,496	23
St. Joseph, Ind.	South Bend	7,475	24
Wayne, Mich.	Detroit	7,447	25
De Kalb, Ga.	Decatur	7,355	26
Burlington, N. J.	Burlington	7,297	27
Franklin, Ohio	Columbus	7,296	28
New Haven, Conn.	New Haven	7,281	29
Montgomery, Ohio	Dayton	7,218	30
San Francisco, Cal.	San Francisco	7,191	31
Lake, Ind.	Gary	7,142	32
Oakland, Mich.	Pontiac	7,108	33
Dane, Wisc.	Madison	7,075	34
Middlesex, N. J.	New Brunswick	6,988	35
Middlesex, Mass.	Cambridge	6,986	36
Chester, Pa.	West Chester	6,982	37
Mahoning, Ohio	Youngstown	6,958	38
Milwaukee, Wisc.	Milwaukee	6,952	39
Lancaster, Pa.	Lancaster	6,916	40
Marion, Ind.	Indianapolis	6,882	41
Ingham, Mich.	Lansing	6,867	42
Kane, Ill.	Aurora	6,808	43
Monterey, Cal.	Salinas	6,730	44
Passaic, N. J.	Paterson	6,726	45
Washtenaw, Mich.	Ann Arbor	6,718	46
Contra Costa, Cal.	Richmond	6,714	47
Genesee, Mich.	Flint	6,686	48
Sacramento, Cal.	Sacramento	6,662	49
Lubbock, Tex.	Lubbock	6,658	50
Lorain, Ohio	Lorain	6,642	51
Hennepin, Minn.	Minneapolis	6,637	52
Allegheny, Pa.	Pittsburgh	6,614	53
Mecklenburg, N. C.	Charlotte	6,586	54
Alameda, Cal.	Oakland	6,537	55
Prince Georges, Md.	Hyattsville	6,531	56
Hudson, N. J.	Jersey City	6,514	57
Allen, Ind.	Fort Wayne	6,499	58
Beaver, Pa.	Beaver Falls	6,499	58
Fulton, Ga.	Atlanta	6,497	60
Henrico, Va.	Richmond	6,494	61
Camden, N. J.	Camden	6,492	62
Monmouth, N. J.	Asbury Park	6,489	63
Dallas, Tex.	Dallas	6,486	64
Butler, Ohio	Hamilton	6,479	65
Philadelphia, Pa.	Philadelphia	6,478	66
Summit, Ohio	Akron	6,454	67
El Paso, Tex.	El Paso	6,443	68
Lehigh, Pa.	Allentown	6,436	69
King, Wash.	Seattle	6,433	70
New York City (5 Counties), N. Y.	New York City	6,422	71
Peoria, Ill.	Peoria	6,417	72
Suffolk, Mass.	Boston	6,410	73
Berks, Pa.	Reading	6,405	74
St. Louis, Mo.	St. Louis	6,402	75
Dade, Fla.	Miami	6,394	76
Muscogee, Ga.	Columbus	6,374	77
Santa Clara, Cal.	San Jose	6,346	78
Winnebago, Ill.	Rockford	6,329	79
Hampden, Mass.	Springfield	6,306	80
Harris, Tex.	Houston	6,305	81
Hamilton, Ohio	Cincinnati	6,300	82
Ramsey, Minn.	St. Paul	6,292	83
Bucks, Pa.	Bristol	6,273	84
Northampton, Pa.	Bethlehem	6,263	85
Guilford, N. C.	Greensboro	6,261	86
Jackson, Mo.	Kansas City	6,252	87
Rock Island, Ill.	Rock Island	6,252	87
East Baton Rouge, La.	Baton Rouge	6,238	89
Newport News, Va.	Newport News	6,236	90
Macomb, Mich.	Mount Clemens	6,234	91
Trumbull, Ohio	Warren	6,202	92
Providence, R. I.	Providence	6,201	93
Norfolk, Va.	Norfolk	6,197	94
Will, Ill.	Joliet	6,195	95
Erie, Pa.	Erie	6,185	96
Schenectady, N. Y.	Schenectady	6,180	97
Los Angeles, Cal.	Los Angeles	6,172	98
Ventura, Cal.	Ventura	6,149	99
New London, Conn.	New London	6,144	100
Kern, Cal.	Bakersfield	6,119	101
Pierce, Wash.	Tacoma	6,108	102
Bernalillo, N. M.	Albuquerque	6,072	103
San Diego, Cal.	San Diego	6,068	104
Kanawha, W. Va.	Charleston	6,063	105
Stark, Ohio	Canton	6,061	106
Wake, N. C.	Raleigh	6,057	107
Monroe, N. Y.	Rochester	6,039	108
Hillsborough, N. H.	Manchester	6,038	109
Roanoke, Va.	Roanoke	6,035	110
Dauphin, Pa.	Harrisburg	6,013	111
Polk, Iowa	Des Moines	5,985	112
Kalamazoo, Mich.	Kalamazoo	5,979	113
Kent, Mich.	Grand Rapids	5,951	114
Denver, Colo.	Denver	5,944	115
Spokane, Wash.	Spokane	5,943	116
Tulsa, Okla.	Tulsa	5,940	117
Baltimore, Md.	Baltimore	5,935	118
Jefferson, Tex.	Beaumont	5,927	119
San Joaquin, Cal.	Stockton	5,924	120
Douglas, Nebr.	Omaha	5,912	121
Salt Lake, Utah	Salt Lake City	5,908	122
Shelby, Tenn.	Memphis	5,879	123
Dutchess, N. Y.	Poughkeepsie	5,877	124
Nueces, Tex.	Corpus Christi	5,859	125
Travis, Tex.	Austin	5,854	126
Worcester, Mass.	Worcester	5,842	127
Jefferson, Ky.	Louisville	5,837	128
Essex, Mass.	Lynn	5,830	129
Davidson, Tenn.	Nashville	5,825	130
Tarrant, Tex.	Fort Worth	5,777	131
Richland, S. C.	Columbia	5,760	132
Onondaga, N. Y.	Syracuse	5,750	133
Forsyth, N. C.	Winston-Salem	5,739	134
Richmond, Ga.	Augusta	5,737	135
Erie, N. Y.	Buffalo	5,733	136
Vanderburgh, Ind.	Evansville	5,720	137
Anne Arundel, Md.	Annapolis	5,719	138
Saginaw, Mich.	Saginaw	5,698	139
Suffolk, N. Y.	Patchogue	5,698	139
Madison, Ill.	Alton	5,667	141
Broome, N. Y.	Binghamton	5,636	142
Cumberland, Me.	Portland	5,625	143
Niagara, N. Y.	Niagara Falls	5,621	144
Albany, N. Y.	Albany	5,609	145
York, Pa.	York	5,603	146
Atlantic, N. J.	Atlantic City	5,602	147
Jefferson, Ala.	Birmingham	5,576	148
Oklahoma, Okla.	Oklahoma City	5,569	149
Pima, Ariz.	Tucson	5,562	150
Orleans, La.	New Orleans	5,556	151
Fresno, Cal.	Fresno	5,478	152
Broward, Fla.	Fort Lauderdale	5,438	153
Caddo, La.	Shreveport	5,437	154
Duval, Fla.	Jacksonville	5,406	155
Orange, Cal.	Santa Ana	5,382	156
Plymouth, Mass.	Brockton	5,380	157
Washington, Pa.	Washington	5,372	158
Sedgwick, Kans.	Wichita	5,371	159
St. Clair, Ill.	East St. Louis	5,351	160
Hinds, Miss.	Jackson	5,346	161
Westmoreland, Pa.	Greensburg	5,338	162
Jefferson, La.	Gretna	5,316	163
Greenville, S. C.	Greenville	5,286	164
Knox, Tenn.	Knoxville	5,284	165
Montgomery, Ala.	Montgomery	5,277	166
Multnomah, Ore.	Portland	5,273	167
Maricopa, Ariz.	Phoenix	5,273	167
Lane, Ore.	Eugene	5,244	169
Bexar, Tex.	San Antonio	5,238	170
St. Louis, Minn.	Duluth	5,196	171
Cambria, Pa.	Johnstown	5,192	172
Luzerne, Pa.	Wilkes-Barre	5,140	173
Bristol, Mass.	New Bedford	5,132	174
Pulaski, Ark.	Little Rock	5,121	175
Oneida, N. Y.	Utica	5,120	176
Orange, N. Y.	Newburgh	5,096	177
Stanislaus, Cal.	Modesto	5,087	178
Chatham, Ga.	Savannah	5,087	178
Orange, Fla.	Orlando	5,083	180
Wyandotte, Kans.	Kansas City	5,068	181
Lackawanna, Pa.	Scranton	5,068	181
Hamilton, Tenn.	Chattanooga	4,993	183
San Bernardino, Cal.	San Bernardino	4,978	184
Mobile, Ala.	Mobile	4,966	185
Palm Beach, Fla.	West Palm Beach	4,949	186
Escambia, Fla.	Pensacola	4,931	187
Pinellas, Fla.	St. Petersburg	4,844	188
Tulare, Cal.	Visalia	4,834	189
Fayette, Pa.	Uniontown	4,829	190
Riverside, Cal.	Riverside	4,808	191
Schuylkill, Pa.	Pottsville	4,793	192
Spartanburg, S. C.	Spartanburg	4,744	193
Charleston, S. C.	Charleston	4,676	194
Hillsborough, Fla.	Tampa	4,669	195
Polk, Fla.	Lakeland	4,652	196
Yakima, Wash.	Yakima	4,621	197
Chautauqua, N. Y.	Jamestown	4,586	198
Cameron, Tex.	Harlingen	4,470	199
Hidalgo, Tex.	McAllen	3,995	200
Per Family Income U. S. A.		5,736	

Honolulu County, with a Per Family Income of $6,883, would rank 41 if included above.

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Home owners?

. . . The News has more readers in home owning families than all other New York morning papers combined . . . or all evening papers combined!

Source: Profile of the Millions . . . a study conducted by W. R. Simmons & Associates Research, Inc. Approved by the Advertising Research Foundation.

Or, as the researchers state it more stuffily, The News has 1,610,000 adult readers living in owned homes, situated in New York City and suburbs:

1,000,000 *more* than the Mirror
1,090,000 *more* than the Journal-American
1,150,000 *more* than the World-Telegram & Sun
1,180,000 *more* than the Times
1,260,000 *more* than the Herald Tribune
1,370,000 *more* than the Post

Prefer percentages? Then The News has 40% of all New York City adult readers l.i.o.h. in the area previously specified.

Even staid bankers admit unreservedly that home owners are hotter prospects than hall-roomers or rent receipt savers; and loan them lots of money freely. If you now sell something that makes a house a home, etc., then The News should be big news to you.

You may be quite surprised to learn that there are so many home owners in the New York market—or that one newspaper dishes up so many of them on its small, reads faster and livelier, pages (adv).

But just remember that The News has *more* families with children, upper incomes, liquor drinkers, car owners, two-car owners, coupon clippers, and (rah! rah!) college alumni —*more market* for everything—than any other medium can offer in New York City and suburbs. Or any other place, come to think of it! And The News audience doesn't dial out on you, is dependable—every day and Sunday!

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The News, *New York's Picture Newspaper . . .*

with more than twice the circulation, daily and Sunday, of any other newspaper in America . . .

Per Capita Effective Buying Income, 200 Counties

SM Estimates, 1956, for the 200 counties leading in population

COUNTY and STATE	LEADING CITY	NET E.B.I. PER CAPITA SM Estimates	Rank in Group
Arlington, Va.	Alexandria	3,062	1
Westchester, N. Y.	Yonkers	2,604	2
San Francisco, Cal.	San Francisco	2,555	3
Bergen, N. J.	Hackensack	2,531	4
Nassau, N. Y.	Hempstead Township	2,518	5
San Mateo, Cal.	San Mateo	2,512	6
Fairfield, Conn.	Bridgeport	2,498	7
Union, N. J.	Elizabeth	2,497	8
Du Page, Ill.	Elmhurst	2,390	9
Essex, N. J.	Newark	2,364	10
Cook, Ill.	Chicago	2,351	11
Montgomery, Pa.	Lower Merion Township	2,342	12
Cuyahoga, Ohio	Cleveland	2,332	13
Hartford, Conn.	Hartford	2,325	14
Delaware, Pa.	Chester	2,305	15
Lake, Ill.	Waukegan	2,299	16
Lucas, Ohio	Toledo	2,285	17
Montgomery, Md.	Rockville	2,265	18
District of Columbia, D. C.	Washington	2,255	19
Norfolk, Mass.	Quincy	2,248	20
St. Joseph, Ind.	South Bend	2,223	21
Alameda, Cal.	Oakland	2,212	22
King, Wash.	Seattle	2,185	23
Marion, Ind.	Indianapolis	2,175	24
New Castle, Del.	Wilmington	2,168	25
Franklin, Ohio	Columbus	2,167	26
Fairfax, Va.	Falls Church	2,164	27
De Kalb, Ga.	Decatur	2,151	28
Wayne, Mich.	Detroit	2,147	29
New Haven, Conn.	New Haven	2,145	30
Montgomery, Ohio	Dayton	2,141	31
Los Angeles, Cal.	Los Angeles	2,135	32
Morris, N. J.	Morristown	2,131	33
Jackson, Mo.	Kansas City	2,110	34
Mercer, N. J.	Trenton	2,106	35
Passaic, N. J.	Paterson	2,092	36
Sacramento, Cal.	Sacramento	2,086	37
Milwaukee, Wisc.	Milwaukee	2,074	38
Lake, Ind.	Gary	2,058	39
Hennepin, Minn.	Minneapolis	2,038	40
Oakland, Mich.	Pontiac	2,026	41
Ingham, Mich.	Lansing	2,023	42
New York City (5 Counties), N. Y.	New York City	2,019	43
Kane, Ill.	Aurora	2,019	43
Allen, Ind.	Fort Wayne	2,017	45
Middlesex, N. J.	New Brunswick	2,010	46
Hamilton, Ohio	Cincinnati	2,005	47
Winnebago, Ill.	Rockford	2,002	48
Dane, Wisc.	Madison	2,000	49
San Diego, Cal.	San Diego	1,996	50
Monterey, Cal.	Salinas	1,992	51
Dallas, Tex.	Dallas	1,990	52
Peoria, Ill.	Peoria	1,988	53
Lancaster, Pa.	Lancaster	1,982	54
Hudson, N. J.	Jersey City	1,978	55
St. Louis, Mo.	St. Louis	1,977	56
Middlesex, Mass.	Cambridge	1,971	57
Dade, Fla.	Miami	1,970	58
Genesee, Mich.	Flint	1,970	58
Schenectady, N. Y.	Schenectady	1,962	60
Contra Costa, Cal.	Richmond	1,961	61
Santa Clara, Cal.	San Jose	1,953	62
Mahoning, Ohio	Youngstown	1,953	62
Denver, Colo.	Denver	1,950	64
Monmouth, N. J.	Asbury Park	1,944	65
Spokane, Wash.	Spokane	1,942	66
Polk, Iowa	Des Moines	1,939	67
Summit, Ohio	Akron	1,936	68
Lorain, Ohio	Lorain	1,927	69
Rock Island, Ill.	Rock Island	1,921	70
Camden, N. J.	Camden	1,919	71
Allegheny, Pa.	Pittsburgh	1,914	72
Berks, Pa.	Reading	1,901	73
Ramsey, Minn.	St. Paul	1,899	74
Philadelphia, Pa.	Philadelphia	1,896	75
Tulsa, Okla.	Tulsa	1,886	76
Harris, Tex.	Houston	1,885	77
Monroe, N. Y.	Rochester	1,871	78
Lubbock, Tex.	Lubbock	1,871	78
Fulton, Ga.	Atlanta	1,869	80
Lehigh, Pa.	Allentown	1,862	81
Butler, Ohio	Hamilton	1,858	82
Providence, R. I.	Providence	1,857	83
Hampden, Mass.	Springfield	1,855	84
Bucks, Pa.	Bristol	1,851	85
Suffolk, Mass.	Boston	1,848	86
Burlington, N. J.	Burlington	1,837	87
Chester, Pa.	West Chester	1,830	88
Multnomah, Ore.	Portland	1,827	89
Pierce, Wash.	Tacoma	1,823	90
Beaver, Pa.	Beaver Falls	1,821	91
Kent, Mich.	Grand Rapids	1,818	92
Henrico, Va.	Richmond	1,818	92
Kern, Cal.	Bakersfield	1,818	92
Orange, Cal.	Santa Ana	1,813	95
Douglas, Nebr.	Omaha	1,813	95
Ventura, Cal.	Ventura	1,807	97
Hillsborough, N. H.	Manchester	1,805	98
Erie, Pa.	Erie	1,800	99
New London, Conn.	New London	1,798	100
Will, Ill.	Joliet	1,795	101
Washtenaw, Mich.	Ann Arbor	1,791	102
Kalamazoo, Mich.	Kalamazoo	1,791	102
Northampton, Pa.	Bethlehem	1,790	104
San Joaquin, Cal.	Stockton	1,786	105
Dauphin, Pa.	Harrisburg	1,784	106
Oklahoma, Okla.	Oklahoma City	1,781	107
Stark, Ohio	Canton	1,779	108
Albany, N. Y.	Albany	1,779	108
Vanderburgh, Ind.	Evansville	1,779	108
Trumbull, Ohio	Warren	1,778	111
Essex, Mass.	Lynn	1,777	112
Madison, Ill.	Alton	1,768	113
Mecklenburg, N. C.	Charlotte	1,767	114
Sedgwick, Kans.	Wichita	1,765	115
Tarrant, Tex.	Fort Worth	1,759	116
Atlantic, N. J.	Atlantic City	1,758	117
Jefferson, Ky.	Louisville	1,755	118
East Baton Rouge, La.	Baton Rouge	1,737	119
Jefferson, Tex.	Beaumont	1,736	120
Prince Georges, Md.	Hyattsville	1,729	121
Norfolk, Va.	Norfolk	1,727	122
Salt Lake, Utah	Salt Lake City	1,716	123
Macomb, Mich.	Mount Clemens	1,716	123
Onondaga, N. Y.	Syracuse	1,711	125
Bernalillo, N. M.	Albuquerque	1,704	126
Muscogee, Ga.	Columbus	1,701	127
Pinellas, Fla.	St. Petersburg	1,699	128
Worcester, Mass.	Worcester	1,698	129
Baltimore, Md.	Baltimore	1,696	130
Erie, N. Y.	Buffalo	1,689	131
Broome, N. Y.	Binghamton	1,687	132
Broward, Fla.	Fort Lauderdale	1,662	133
York, Pa.	York	1,678	134
Shelby, Tenn.	Memphis	1,675	135
Fresno, Cal.	Fresno	1,671	136
Kanawha, W. Va.	Charleston	1,671	136
Niagara, N. Y.	Niagara Falls	1,658	138
Cumberland, Me.	Portland	1,658	139
Roanoke, Va.	Roanoke	1,654	140
Davidson, Tenn.	Nashville	1,650	141
Plymouth, Mass.	Brockton	1,650	141
Guilford, N. C.	Greensboro	1,648	143
Orleans, La.	New Orleans	1,646	144
Lane, Ore.	Eugene	1,646	144
Saginaw, Mich.	Saginaw	1,643	146
Newport News, Va.	Newport News	1,632	147
St. Clair, Ill.	East St. Louis	1,617	148
St. Louis, Minn.	Duluth	1,604	149
Pima, Ariz.	Tucson	1,596	150
San Bernardino, Cal.	San Bernardino	1,585	151
Riverside, Cal.	Riverside	1,585	151
Caddo, La.	Shreveport	1,581	153
Wyandotte, Kans.	Kansas City	1,579	154
Jefferson, Ala.	Birmingham	1,578	155
Stanislaus, Cal.	Modesto	1,571	156
Palm Beach, Fla.	West Palm Beach	1,565	157
Forsyth, N. C.	Winston-Salem	1,564	158
Nueces, Tex.	Corpus Christi	1,563	159
Suffolk, N. Y.	Patchogue	1,562	160
El Paso, Tex.	El Paso	1,560	161
Dutchess, N. Y.	Poughkeepsie	1,556	162
Bristol, Mass.	New Bedford	1,554	163
Orange, Fla.	Orlando	1,553	164
Travis, Tex.	Austin	1,553	164
Pulaski, Ark.	Little Rock	1,539	166
Washington, Pa.	Washington	1,537	167
Richmond, Ga.	Augusta	1,532	168
Maricopa, Ariz.	Phoenix	1,529	169
Orange, N. Y.	Newburgh	1,527	170
Duval, Fla.	Jacksonville	1,525	171
Westmoreland, Pa.	Greensburg	1,502	172
Oneida, N. Y.	Utica	1,495	173
Chatham, Ga.	Savannah	1,495	173
Jefferson, La.	Gretna	1,492	175
Wake, N. C.	Raleigh	1,489	176
Chautauqua, N. Y.	Jamestown	1,487	177
Montgomery, Ala.	Montgomery	1,480	178
Hinds, Miss.	Jackson	1,466	179
Lackawanna, Pa.	Scranton	1,463	180
Richland, S. C.	Columbia	1,463	180
Knox, Tenn.	Knoxville	1,460	182
Greenville, S. C.	Greenville	1,454	183
Tulare, Cal.	Visalia	1,451	184
Hamilton, Tenn.	Chattanooga	1,447	185
Luzerne, Pa.	Wilkes-Barre	1,442	186
Anne Arundel, Md.	Annapolis	1,441	187
Yakima, Wash.	Yakima	1,426	188
Cambria, Pa.	Johnstown	1,385	189
Bexar, Tex.	San Antonio	1,380	190
Mobile, Ala.	Mobile	1,375	191
Hillsborough, Fla.	Tampa	1,372	192
Schuylkill, Pa.	Pottsville	1,355	193
Fayette, Pa.	Uniontown	1,337	194
Polk, Fla.	Lakeland	1,322	195
Escambia, Fla.	Pensacola	1,314	196
Charleston, S. C.	Charleston	1,278	197
Spartanburg, S. C.	Spartanburg	1,239	198
Cameron, Tex.	Harlingen	1,093	199
Hidalgo, Tex.	McAllen	921	200
Per Capita Income, U. S. A.		1,681	

Honolulu County, with a Per Capita Income of $1,628, would rank 148 if included above.

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Urbanized Population, 200 Leading Counties

SM Estimates, January 1, 1957, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	URBAN POPULATION SM Est. (in thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	8,094.3	1
Los Angeles, Cal.	Los Angeles	5,332.3	2
Cook, Ill.	Chicago	4,832.4	3
Wayne, Mich.	Detroit	2,704.0	4
Philadelphia, Pa.	Philadelphia	2,180.3	5
Cuyahoga, Ohio	Cleveland	1,527.4	6
Allegheny, Pa.	Pittsburgh	1,459.3	7
St. Louis, Mo.	St. Louis	1,352.3	8
Baltimore, Md.	Baltimore	1,255.0	9
Nassau, N. Y.	Hempstead Township	1,163.1	10
Middlesex, Mass.	Cambridge	1,027.9	11
Harris, Tex.	Houston	998.3	12
Essex, N. J.	Newark	975.0	13
Milwaukee, Wisc.	Milwaukee	927.4	14
Erie, N. Y.	Buffalo	897.6	15
District of Columbia	Washington	868.2	16
Alameda, Cal.	Oakland	841.7	17
Suffolk, Mass.	Boston	838.5	18
Dallas, Tex.	Dallas	814.7	19
San Francisco, Cal.	San Francisco	810.1	20
Hamilton, Ohio	Cincinnati	757.9	21
Dade, Fla.	Miami	730.6	22
San Diego, Cal.	San Diego	730.1	23
Hennepin, Minn.	Minneapolis	694.6	24
King, Wash.	Seattle	694.5	25
Bergen, N. J.	Hackensack	689.4	26
Westchester, N. Y.	Yonkers	685.1	27
Orleans, La.	New Orleans	639.8	28
Hudson, N. J.	Jersey City	637.0	29
Marion, Ind.	Indianapolis	569.0	30
Jackson, Mo.	Kansas City	558.9	31
Providence, R. I.	Providence	548.4	32
Bexar, Tex.	San Antonio	547.5	33
New Haven, Conn.	New Haven	543.7	34
Franklin, Ohio	Columbus	543.3	35
Hartford, Conn.	Hartford	518.2	36
Fairfield, Conn.	Bridgeport	514.3	37
Denver, Colo.	Denver	510.2	38
Jefferson, Ala.	Birmingham	504.5	39
Essex, Mass.	Lynn	492.7	40
Jefferson, Ky.	Louisville	485.9	41
Fulton, Ga.	Atlanta	480.2	42
Shelby, Tenn.	Memphis	471.9	43
Monroe, N. Y.	Rochester	469.8	44
Norfolk, Va.	Norfolk	466.3	45
Delaware, Pa.	Chester	461.9	46
Multnomah, Ore.	Portland	461.2	47
Tarrant, Tex.	Fort Worth	455.0	48
Worcester, Mass.	Worcester	444.1	49
Lake, Ind.	Gary	441.0	50
Union, N. J.	Elizabeth	436.1	51
Summit, Ohio	Akron	407.9	52
Oakland, Mich.	Pontiac	405.5	53
Montgomery, Ohio	Dayton	399.8	54
Lucas, Ohio	Toledo	398.9	55
Santa Clara, Cal.	San Jose	390.7	56
Maricopa, Ariz.	Phoenix	389.3	57
Norfolk, Mass.	Quincy	378.8	58
Ramsey, Minn.	St. Paul	370.9	59
San Mateo, Cal.	San Mateo	361.1	60
Passaic, N. J.	Paterson	353.0	61
Hampden, Mass.	Springfield	352.7	62
Oklahoma, Okla.	Oklahoma City	351.7	63
Bristol, Mass.	New Bedford	345.5	64
Duval, Fla.	Jacksonville	331.7	65
Hillsborough, Fla.	Tampa	322.9	66
Luzerne, Pa.	Wilkes-Barre	318.3	67
Camden, N. J.	Camden	312.9	68
Onondaga, N. Y.	Syracuse	308.6	69
Sacramento, Cal.	Sacramento	299.9	70
Douglas, Nebr.	Omaha	297.7	71
Middlesex, N. J.	New Brunswick	291.4	72
Henrico, Va.	Richmond	291.2	73
Sedgwick, Kans.	Wichita	286.4	74
Davidson, Tenn.	Nashville	282.5	75
Contra Costa, Cal.	Richmond	279.2	76
San Bernardino, Cal.	San Bernardino	277.2	77
Montgomery, Pa.	L. Merion Twp.	276.9	78
Salt Lake, Utah	Salt Lake City	272.6	79
El Paso, Tex.	El Paso	269.3	80
Orange, Cal.	Santa Ana	262.4	81
Prince Georges, Md.	Hyattsville	260.6	82
Kent, Mich.	Grand Rapids	259.4	83
Tulsa, Okla.	Tulsa	256.1	84
Genesee, Mich.	Flint	255.0	85
Lackawanna, Pa.	Scranton	239.9	86
Mobile, Ala.	Mobile	239.7	87
Mahoning, Ohio	Youngstown	239.1	88
Stark, Ohio	Canton	230.7	89
Mercer, N. J.	Trenton	227.0	90
New Castle, Del.	Wilmington	225.4	91
Arlington, Va.	Alexandria	224.5	92
Polk, Iowa	Des Moines	223.1	93
Spokane, Wash.	Spokane	222.0	94
Albany, N. Y.	Albany	212.6	95
Montgomery, Md.	Rockville	211.9	96
Du Page, Ill.	Elmhurst	210.0	97
Macomb, Mich.	Mount Clemens	209.1	98
Pinellas, Fla.	St. Petersburg	208.9	99
Jefferson, Tex.	Beaumont	208.5	100
Pierce, Wash.	Tacoma	207.0	101
Nueces, Tex.	Corpus Christi	202.5	102
Suffolk, N. Y.	Patchogue	201.1	103
St. Joseph, Ind.	South Bend	198.1	104
East Baton Rouge, La.	Baton Rouge	189.1	105
Fresno, Cal.	Fresno	188.5	106
Bernalillo, N. M.	Albuquerque	188.3	107
Travis, Tex.	Austin	186.5	108
Newport News, Va.	Newport News	184.5	109
Erie, Pa.	Erie	184.1	110
Pulaski, Ark.	Little Rock	181.4	111
Monmouth, N. J.	Asbury Park	181.1	112
Caddo, La.	Shreveport	177.9	113
Berks, Pa.	Reading	176.5	114
St. Clair, Ill.	East St. Louis	174.7	115
Kern, Cal.	Bakersfield	173.9	116
Oneida, N. Y.	Utica	171.9	117
Hamilton, Tenn.	Chattanooga	171.6	118
Wyandotte, Kans.	Kansas City	168.3	119
Niagara, N. Y.	Niagara Falls	168.0	120
St. Louis, Minn.	Duluth	166.9	121
Mecklenberg, N. C.	Charlotte	166.8	122
Lehigh, Pa.	Allentown	165.6	123
San Joaquin, Cal.	Stockton	164.3	124
Dauphin, Pa.	Harrisburg	163.8	125
Lake, Ill.	Waukegan	163.4	126
Ingham, Mich.	Lansing	163.4	126
Knox, Tenn.	Knoxville	162.9	128
Allen, Ind.	Fort Wayne	160.8	129
Vanderburgh, Ind.	Evansville	160.1	130
Pima, Ariz.	Tucson	160.0	131
Westmoreland, Pa.	Greensburg	159.3	132
Broome, N. Y.	Binghamton	156.6	133
Peoria, Ill.	Peoria	153.1	134
Madison, Ill.	Alton	151.3	135
Kanawha, W. Va.	Charleston	148.0	136
Guilford, N. C.	Greensboro	147.5	137
Chatham, Ga.	Savannah	145.4	138
Winnebago, Ill.	Rockford	145.4	138
Beaver, Pa.	Beaver Falls	142.9	140
Northampton, Pa.	Bethlehem	141.0	141
Charleston, S. C.	Charleston	139.4	142
Lubbock, Tex.	Lubbock	138.2	143
Cumberland, Me.	Portland	138.0	144
Jefferson, La.	Gretna	137.7	145
Schenectady, N. Y.	Schenectady	136.1	146
Riverside, Cal.	Riverside	134.7	147
Cambria, Pa.	Johnstown	131.7	148
Richland, S. C.	Columbia	131.6	149
Richmond, Ga.	Augusta	131.2	150
Montgomery, Ala.	Montgomery	129.7	151
Lorain, Ohio	Lorain	128.2	152
Dane, Wisc.	Madison	128.0	153
Butler, Ohio	Hamilton	127.5	154
Kane, Ill.	Aurora	126.6	155
Broward, Fla.	Fort Lauderdale	126.5	156
Hillsborough, N. H.	Manchester	126.2	157
Hinds, Miss.	Jackson	124.8	158
Lancaster, Nebr.	Lincoln	124.6	159
Atlantic, N. J.	Atlantic City	124.3	160
Hidalgo, Tex.	McAllen	123.9	161
De Kalb, Ga.	Decatur	122.7	162
Lancaster, Pa.	Lancaster	122.4	163
Rock Island, Ill.	Rock Island	122.2	164
Wichita, Tex.	Wichita Falls	121.6	165
Forsyth, N. C.	Winston-Salem	120.4	166
Saginaw, Mich.	Saginaw	120.0	167
Galveston, Tex.	Galveston	119.9	168
Plymouth, Mass.	Brockton	119.7	169
Morris, N. J.	Morristown	116.7	170
Solano, Cal.	Vallejo	116.5	171
York, Pa.	York	116.4	172
Escambia, Fla.	Pensacola	115.8	173
Greenville, S. C.	Greenville	115.0	174
Muscogee, Ga.	Columbus	114.3	175
Berkshire, Mass.	Pittsfield	113.1	176
Schuylkill, Pa.	Pottsville	112.7	177
Trumbull, Ohio	Warren	112.3	178
Shawnee, Kans.	Topeka	111.6	179
Potter, Tex.	Amarillo	110.3	180
Bibb, Ga.	Macon	109.9	181
Orange, Fla.	Orlando	108.2	182
Palm Beach, Fla.	W. Palm Beach	107.6	183
Sangamon, Ill.	Springfield	106.8	184
Will, Ill.	Joliet	106.4	185
McLennan, Tex.	Waco	106.3	186
Kalamazoo, Mich.	Kalamazoo	105.8	187
Calhoun, Mich.	Battle Creek	105.5	188
Monterey, Cal.	Salinas	104.5	189
Greene, Mo.	Springfield	104.0	190
Cameron, Tex.	Harlingen	103.5	191
Harrison, Miss.	Gulfport	102.4	192
Rensselaer, N. Y.	Troy	100.9	193
Kenton, Ky.	Covington	100.8	194
Blair, Pa.	Altoona	100.3	195
Muskegon, Mich.	Muskegon	99.3	196
Marin, Cal.	San Rafael	98.6	197
Pueblo, Colo.	Pueblo	97.3	198
Black Hawk, Iowa	Waterloo	97.0	199
Woodbury, Iowa	Sioux City	95.3	200
Total Above Counties		84,187.5	
% of U. S. A.		74.8164	

Honolulu County with an Urban Population of 334.7 thousand, would rank 65 if included above.

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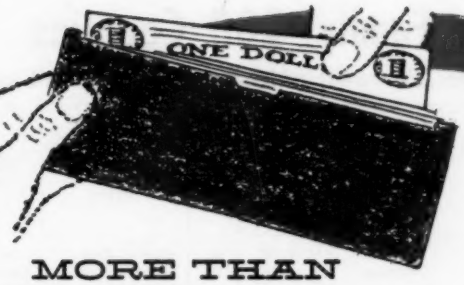
Total Retail Sales, 200 Leading Counties

SM Estimates, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	SALES SM Est. (in thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	9,733,540	1
Los Angeles, Cal.	Los Angeles	7,943,003	2
Cook, Ill.	Chicago	7,034,321	3
Wayne, Mich.	Detroit	3,717,193	4
Philadelphia, Pa.	Philadelphia	2,702,511	5
Cuyahoga, Ohio	Cleveland	2,247,897	6
Allegheny, Pa.	Pittsburgh	1,912,094	7
St. Louis, Mo.	St. Louis	1,779,526	8
Baltimore, Md.	Baltimore	1,661,392	9
Suffolk, Mass.	Boston	1,544,499	10
Nassau, N. Y.	Hempstead Township	1,534,786	11
Harris, Tex.	Houston	1,409,543	12
Dade, Fla.	Miami	1,376,960	13
District of Columbia, D. C.	Washington	1,348,062	14
Milwaukee, Wisc.	Milwaukee	1,339,979	15
Essex, N. J.	Newark	1,265,180	16
Middlesex, Mass.	Cambridge	1,253,145	17
Erie, N. Y.	Buffalo	1,251,958	18
Dallas, Tex.	Dallas	1,243,122	19
San Francisco, Cal.	San Francisco	1,237,354	20
Alameda, Cal.	Oakland	1,166,660	21
Hamilton, Ohio	Cincinnati	1,144,191	22
King, Wash.	Seattle	1,129,831	23
Hennepin, Minn.	Minneapolis	1,071,301	24
Westchester, N. Y.	Yonkers	1,010,344	25
San Diego, Cal.	San Diego	1,002,462	26
Jackson, Mo.	Kansas City	988,968	27
Fulton, Ga.	Atlanta	961,144	28
Marion, Ind.	Indianapolis	911,459	29
Fairfield, Conn.	Bridgeport	880,917	30
Hartford, Conn.	Hartford	877,258	31
Franklin, Ohio	Columbus	865,049	32
New Haven, Conn.	New Haven	842,299	33
Bergen, N. J.	Hackensack	807,867	34
Denver, Colo.	Denver	794,587	35
Multnomah, Ore.	Portland	791,231	36
Orleans, La.	New Orleans	786,577	37
Oakland, Mich.	Pontiac	738,302	38
Jefferson, Ky.	Louisville	700,379	39
Providence, R. I.	Providence	695,882	40
Shelby, Tenn.	Memphis	692,889	41
Monroe, N. Y.	Rochester	680,497	42
Montgomery, Ohio	Dayton	667,085	43
Summit, Ohio	Akron	657,394	44
Tarrant, Tex.	Fort Worth	643,138	45
Hudson, N. J.	Jersey City	640,221	46
Worcester, Mass.	Worcester	636,221	47
Santa Clara, Cal.	San Jose	634,806	48
Bexar, Tex.	San Antonio	612,352	49
Lucas, Ohio	Toledo	610,891	50
Essex, Mass.	Lynn	601,748	51
Union, N. J.	Elizabeth	600,810	52
Jefferson, Ala.	Birmingham	596,345	53
Sacramento, Cal.	Sacramento	586,330	54
Maricopa, Ariz.	Phoenix	583,344	55
Suffolk, N. Y.	Patchogue	564,961	56
Lake, Ind.	Gary	547,822	57
Orange, Cal.	Santa Ana	542,172	58
Duval, Fla.	Jacksonville	533,422	59
Oklahoma, Okla.	Oklahoma City	531,761	60
Passaic, N. J.	Paterson	529,919	61
Montgomery, Pa.	Lower Merion Township	526,568	62
Hampden, Mass.	Springfield	514,770	63
Ramsey, Minn.	St. Paul	514,137	64
Norfolk, Va.	Norfolk	512,307	65
Delaware, Pa.	Chester	500,456	66
Onondaga, N. Y.	Syracuse	490,057	67
San Bernardino, Cal.	San Bernardino	476,737	68
Norfolk, Mass.	Quincy	465,240	69
San Mateo, Cal.	San Mateo	463,260	70
Genesee, Mich.	Flint	453,255	71
Davidson, Tenn.	Nashville	447,177	72
Kent, Mich.	Grand Rapids	444,979	73
Salt Lake, Utah	Salt Lake City	442,765	74
Fresno, Cal.	Fresno	438,658	75
Henrico, Va.	Richmond	434,074	76
Douglas, Nebr.	Omaha	426,206	77
Stark, Ohio	Canton	422,376	78
Tulsa, Okla.	Tulsa	416,524	79
Bristol, Mass.	New Bedford	410,829	80
Hillsborough, Fla.	Tampa	407,781	81
Sedgwick, Kans.	Wichita	406,760	82
Mahoning, Ohio	Youngstown	402,490	83
Contra Costa, Cal.	Richmond	400,716	84
Camden, N. J.	Camden	397,242	85
Pinellas, Fla.	St. Petersburg	378,364	86
Mercer, N. J.	Trenton	370,652	87
New Castle, Del.	Wilmington	368,092	88
Middlesex, N. J.	New Brunswick	363,494	89
Albany, N. Y.	Albany	359,113	90
Monmouth, N. J.	Asbury Park	351,717	91
Polk, Iowa	Des Moines	349,756	92
Arlington, Va.	Alexandria	347,236	93
Kern, Cal.	Bakersfield	343,932	94
Mecklenberg, N. C.	Charlotte	338,652	95
Spokane, Wash.	Spokane	338,221	96
Broward, Fla.	Fort Lauderdale	336,481	97
Luzerne, Pa.	Wilkes-Barre	332,242	98
Guilford, N. C.	Greensboro	327,783	99
Pierce, Wash.	Tacoma	321,283	100
Riverside, Cal.	Riverside	307,219	101
Berks, Pa.	Reading	306,647	102
Macomb, Mich.	Mount Clemens	306,137	103
Westmoreland, Pa.	Greensburg	305,480	104
Lancaster, Pa.	Lancaster	298,780	105
San Joaquin, Cal.	Stockton	296,971	106
Montgomery, Md.	Rockville	295,439	107
Lake, Ill.	Waukegan	295,077	108
Bernalillo, N. M.	Albuquerque	290,276	109
Ingham, Mich.	Lansing	286,163	110
El Paso, Tex.	El Paso	284,996	111
Hamilton, Tenn.	Chattanooga	284,526	112
Kanawha, W. Va.	Charleston	282,155	113
Erie, Pa.	Erie	277,821	114
Jefferson, Tex.	Beaumont	277,746	115
Allen, Ind.	Fort Wayne	276,199	116
Dauphin, Pa.	Harrisburg	275,926	117
Knox, Tenn.	Knoxville	273,808	118
St. Joseph, Ind.	South Bend	273,087	119
Oneida, N. Y.	Utica	271,141	120
Mobile, Ala.	Mobile	271,029	121
Orange, Fla.	Orlando	265,293	122
Peoria, Ill.	Peoria	264,970	123
Lehigh, Pa.	Allentown	263,513	124
St. Louis, Minn.	Duluth	260,069	125
Pulaski, Ark.	Little Rock	259,490	126
Prince Georges, Md.	Hyattsville	259,436	127
Palm Beach, Fla.	West Palm Beach	259,077	128
York, Pa.	York	258,228	129
Caddo, La.	Shreveport	256,567	130
Winnebago, Ill.	Rockford	255,494	131
Pima, Ariz.	Tucson	253,940	132
Bucks, Pa.	Bristol	253,271	133
Nueces, Tex.	Corpus Christi	253,228	134
Plymouth, Mass.	Brockton	252,450	135
Dane, Wisc.	Madison	250,880	136
Niagara, N. Y.	Niagara Falls	249,220	137
Kane, Ill.	Aurora	245,274	138
Lackawanna, Pa.	Scranton	241,179	139
East Baton Rouge, La.	Baton Rouge	238,241	140
St. Clair, Ill.	East St. Louis	237,610	141
Atlantic, N. J.	Atlantic City	236,921	142
Broome, N. Y.	Binghamton	235,681	143
Morris, N. J.	Morristown	234,226	144
Cumberland, Me.	Portland	232,550	145
Madison, Ill.	Alton	229,804	146
Lorain, Ohio	Lorain	226,709	147
Du Page, Ill.	Elmhurst	219,590	148
Orange, N. Y.	Newburgh	219,264	149
Butler, Ohio	Hamilton	218,182	150
Trumbull, Ohio	Warren	217,594	151
New London, Conn.	New London	215,321	152
Northampton, Pa.	Bethlehem	212,616	153
Washington, Pa.	Washington	209,393	154
Travis, Tex.	Austin	207,720	155
Sonoma, Cal.	Santa Rosa	206,945	156
Hillsborough, N. H.	Manchester	206,702	157
Saginaw, Mich.	Saginaw	206,497	158
Stanislaus, Cal.	Modesto	205,817	159
Greenville, S. C.	Greenville	202,751	160
Wake, N. C.	Raleigh	202,399	161
Forsyth, N. C.	Winston-Salem	199,685	162
Chester, Pa.	West Chester	199,300	163
Monterey, Cal.	Salinas	198,435	164
Sangamon, Ill.	Springfield	195,726	165
Vanderburgh, Ind.	Evansville	195,672	166
Kalamazoo, Mich.	Kalamazoo	193,103	167
Schenectady, N. Y.	Schenectady	192,601	168
Beaver, Pa.	Beaver Falls	190,269	169
Cambria, Pa.	Johnstown	187,787	170
Washtenaw, Mich.	Ann Arbor	187,574	171
Richland, S. C.	Columbia	186,322	172
Lubbock, Tex.	Lubbock	186,159	173
Newport News, Va.	Newport News	185,014	174
Hinds, Miss.	Jackson	183,056	175
Charleston, S. C.	Charleston	182,974	176
Will, Ill.	Joliet	182,596	177
Lane, Ore.	Eugene	182,523	178
Chatham, Ga.	Savannah	178,611	179
Dutchess, N. Y.	Poughkeepsie	177,944	180
Polk, Fla.	Lakeland	177,653	181
Tulare, Cal.	Visalia	177,271	182
Montgomery, Ala.	Montgomery	176,821	183
Roanoke, Va.	Roanoke	176,439	184
Potter, Tex.	Amarillo	175,917	185
Linn, Iowa	Cedar Rapids	173,611	186
Ventura, Cal.	Ventura	172,782	187
El Paso, Colo.	Colorado Springs	172,443	188
Wyandotte, Kans.	Kansas City	171,216	189
Berkshire, Mass.	Pittsfield	171,135	190
Berrien, Mich.	Benton Harbor	170,970	191
Escambia, Fla.	Pensacola	168,712	192
Lancaster, Nebr.	Lincoln	167,323	193
Clark, Nev.	Las Vegas	166,467	194
Rock Island, Ill.	Rock Island	166,416	195
Clark, Ohio	Springfield	166,338	196
Muskegon, Mich.	Muskegon	166,096	197
Shawnee, Kans.	Topeka	165,385	198
Scott, Iowa	Davenport	165,075	199
Yakima, Wash.	Yakima	164,300	200
Total Above Counties		122,859,216	
% of U. S. A.		63.8215	

Honolulu County, with Total Retail Sales of $383,174 thousand, would rank 86 if included above.

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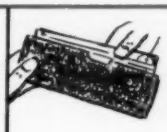


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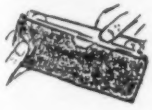
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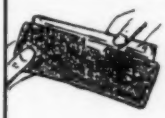
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Retail Sales Per Family, 200 Counties

SM Estimates, 1956, for the 200 counties leading in total retail sales

COUNTY and STATE	LEADING CITY	SALES PER FAMILY SM Estimates	Rank in Group
Suffolk, Mass.	Boston	6,388	1
Fulton, Ga.	Atlanta	6,197	2
Dade, Fla.	Miami	5,837	3
Guilford, N. C.	Greensboro	5,651	4
Mecklenberg, N. C.	Charlotte	5,350	5
District of Columbia, D. C.	Washington	5,293	6
Atlantic, N. J.	Atlantic City	5,288	7
Broward, Fla.	Fort Lauderdale	5,274	8
Mercer, N. J.	Trenton	5,257	9
Wake, N. C.	Raleigh	5,150	10
Fairfield Conn.	Bridgeport	5,045	11
Mahoning, Ohio	Youngstown	5,012	12
Jackson, Mo	Kansas City	4,940	13
Dallas, Tex.	Dallas	4,917	14
Kane, Ill.	Aurora	4,915	15
Henrico, Va.	Richmond	4,866	16
Hartford, Conn.	Hartford	4,825	17
Cuyahoga, Ohio	Cleveland	4,806	18
Montgomery, Ohio	Dayton	4,806	18
Potter, Tex.	Amarillo	4,755	20
New Castle, Del.	Wilmington	4,748	21
Denver, Colo.	Denver	4,747	22
Bernalillo, N. M.	Albuquerque	4,728	23
Arlington, Va.	Alexandria	4,718	24
Scott, Iowa	Davenport	4,690	25
Franklin, Ohio	Columbus	4,684	26
Dane, Wisc.	Madison	4,677	27
New Haven, Conn.	New Haven	4,672	28
Ingham, Mich.	Lansing	4,661	29
Westchester, N. Y.	Yonkers	4,660	30
Dutchess, N. Y.	Poughkeepsie	4,658	31
El Paso, Colo.	Colorado Springs	4,648	32
Wayne, Mich.	Detroit	4,643	33
Linn, Iowa	Cedar Rapids	4,642	34
Passaic, N. J.	Paterson	4,626	35
Salt Lake, Utah	Salt Lake City	4,622	36
Cook, Ill.	Chicago	4,618	37
Duval, Fla.	Jacksonville	4,618	37
Palm Beach, Fla.	West Palm Beach	4,618	37
Marion, Ind.	Indianapolis	4,615	40
Sonoma, Cal.	Santa Rosa	4,609	41
Cumberland, Me.	Portland	4,605	42
Peoria, Ill.	Peoria	4,584	43
Stanislaus, Cal.	Modesto	4,584	43
Sacramento, Cal.	Sacramento	4,574	45
Hennepin, Minn.	Minneapolis	4,565	46
Stark, Ohio	Canton	4,542	47
Summit, Ohio	Akron	4,528	48
Milwaukee, Wisc.	Milwaukee	4,519	49
Genesee, Mich.	Flint	4,492	50
Oakland, Mich.	Pontiac	4,467	51
Butler, Ohio	Hamilton	4,462	52
Lehigh, Pa.	Allentown	4,459	53
Winnebago, Ill.	Rockford	4,459	53
Nassau, N. Y.	Hempstead Township	4,456	55
Clark, Nev.	La Vegas	4,451	56
New London, Conn.	New London	4,449	57
Roanoke, Va.	Roanoke	4,444	58
Shelby, Tenn.	Memphis	4,442	59
Orange, Fla.	Orlando	4,429	60
Fresno, Cal.	Fresno	4,418	61
Clark, Ohio	Springfield	4,412	62
Kent, Mich.	Grand Rapids	4,410	63
Washtenaw, Mich.	Ann Arbor	4,403	64
Hampden, Mass.	Springfield	4,398	65
Orange, N. Y.	Newburgh	4,394	66
Pinellas, Fla.	St. Petersburg	4,389	67
Douglas, Nebr.	Omaha	4,385	68
Union, N. J.	Elizabeth	4,367	69
Hamilton, Ohio	Cincinnati	4,364	70
Albany, N. Y.	Albany	4,363	71
Davidson, Tenn.	Nashville	4,350	72
Dauphin, Pa.	Harrisburg	4,332	73
Essex, N. J.	Newark	4,321	74
Sangamon, Ill.	Springfield	4,311	75
Kern, Cal.	Bakersfield	4,305	76
San Francisco, Cal.	San Francisco	4,299	77
Lucas, Ohio	Toledo	4,299	77
Lancaster, Pa.	Lancaster	4,299	77
Onondaga, N. Y.	Syracuse	4,287	80
Hillsborough, N. H.	Manchester	4,262	81
Suffolk, N. Y.	Patchogue	4,261	82
San Joaquin, Cal.	Stockton	4,261	82
Polk, Iowa	Des Moines	4,255	84
Los Angeles, Cal.	Los Angeles	4,252	85
King, Wash.	Seattle	4,252	85
Baltimore, Md.	Baltimore	4,237	87
Philadelphia, Pa.	Philadelphia	4,236	88
Allen, Ind.	Fort Wayne	4,236	88
Trumbull, Ohio	Warren	4,233	90
Richland, S. C.	Columbia	4,225	91
Kalamazoo, Mich.	Kalamazoo	4,216	92
Multnomah, Ore.	Portland	4,213	93
Caddo, La.	Shreveport	4,213	93
Santa Clara, Cal.	San Jose	4,210	95
Kanawha, W. Va.	Charleston	4,192	96
Chester, Pa.	West Chester	4,178	97
Forsyth, N. C.	Winston-Salem	4,160	98
Oklahoma, Okla.	Oklahoma City	4,158	99
Harris, Tex.	Houston	4,157	100
Hamilton, Tenn.	Chattanooga	4,148	101
Monmouth, N. J.	Asbury Park	4,143	102
Jefferson, Tex.	Beaumont	4,133	103
Lake, Ill.	Waukegan	4,127	104
Allegheny, Pa.	Pittsburgh	4,126	105
Montgomery, Pa.	LowerMerion Township	4,117	106
Berkshire, Mass.	Pittsfield	4,114	107
Macomb, Mich.	Mount Clemens	4,109	108
Ramsey, Minn.	St. Paul	4,107	109
Knox, Tenn.	Knoxville	4,087	110
Lubbock, Tex.	Lubbock	4,082	111
Hinds, Miss.	Jackson	4,077	112
Lake, Ind.	Gary	4,070	113
Hillsborough, Fla.	Tampa	4,070	113
Tulare, Cal.	Bisalia	4,066	115
Erie, N. Y.	Buffalo	4,061	116
Tulsa, Okla.	Tulsa	4,056	117
Escambia, Fla	Pensacola	4,056	117
Orleans, La.	New Orleans	4,045	119
Erie, Pa.	Erie	4,044	120
Travis, Tex.	Austin	4,041	121
Lorain, Ohio	Lorrain	4,027	122
Morris, N. J.	Morristown	4,025	123
Monroe, N. Y.	Rochester	4,024	124
El Paso, Tex.	El Paso	4,020	125
Jefferson, Ky.	Louisville	4,016	126
York, Pa.	York	4,010	127
Providence, R. I.	Providence	3,995	128
Camden, N. J.	Camden	3,988	129
Will, Ill.	Joliet	3,987	130
Alameda, Cal.	Oakland	3,978	131
Saginaw, Mich.	Saginaw	3,971	132
St. Louis, Mo.	St. Louis	3,969	133
Berks, Pa.	Reading	3,967	134
Montgomery, Ala.	Montgomery	3,965	135
Northampton, Pa.	Bethlehem	3,959	136
Tarrant, Tex.	Fort Worth	3,948	137
Shawnee, Kans.	Topeka	3,947	138
Sedgwick, Kans.	Wichita	3,545	139
Berrien, Mich.	Benton Harbor	3,530	140
Muskegon, Mich.	Muskegon	3,927	141
Oneida, N. Y.	Utica	3,924	142
Bexar, Tex.	San Antonio	3,913	143
Broome, N. Y.	Binghamton	3,902	144
Pima, Ariz.	Tucson	3,889	145
Niagara, N. Y.	Niagara Falls	3,882	146
Middlesex, Mass.	Cambridge	3,880	147
East Baton Rouge, La.	Baton Rouge	3,880	147
Norfolk, Va.	Norfolk	3,875	149
Spokane, Wash.	Spokane	3,865	150
Maricopa, Ariz.	Phoenix	3,861	151
Polk, Fla.	Lakeland	3,854	152
Contra Costa, Cal.	Richmond	3,831	153
Monterey, Cal.	Salinas	3,831	153
Newport News, Va.	Newport News	3,831	153
New York City (5 Counties), N. Y.	New York City	3,825	156
St. Louis, Minn.	Duluth	3,825	156
Nueces, Tex.	Corpus Christi	3,802	158
Plymouth, Mass.	Brockton	3,789	159
Worcester, Mass.	Worcester	3,765	160
Schenectady, N. Y.	Schenectady	3,754	161
Middlesex, N. J.	New Brunswick	3,747	162
St. Joseph, Ind.	South Bend	3,746	163
Bergen, N. J.	Hackensack	3,735	164
Lancaster, Nebr.	Lincoln	3,727	165
Greenville, S. C.	Greenville	3,720	166
Lane, Ore.	Eugene	3,695	167
San Mateo, Cal.	San Mateo	3,694	168
Riverside, Cal.	Riverside	3,684	169
Chatham, Ga.	Savannah	3,683	170
Rock Island, Ill.	Rock Island	3,674	171
Ventura, Cal.	Ventura	3,614	172
Mobile, Ala.	Mobile	3,595	173
Essex, Mass.	Lynn	3,584	174
Orange, Cal.	Santa Ana	3,578	175
Norfolk, Mass.	Quincy	3,565	176
Pulaski, Ark.	Little Rock	3,564	177
Montgomery, Md.	Rockville	3,542	178
Pierce, Wash.	Tacoma	3,492	179
Yakima, Wash.	Yakima	3,481	180
San Diego, Cal.	San Diego	3,480	181
San Bernardino, Cal.	San Bernardino	3,478	182
Madison, Ill.	Alton	3,461	183
Charleston, S. C.	Charleston	3,452	184
Vanderburgh, Ind.	Evansville	3,439	185
Bristol, Mass.	New Bedford	3,426	186
Jefferson, Ala.	Birmingham	3,423	187
Delaware, Pa.	Chester	3,411	188
St. Clair, Ill.	East St. Louis	3,394	189
Bucks, Pa.	Bristol	3,346	190
Beaver, Pa.	Beaver Falls	3,344	191
Washington, Pa.	Washington	3,318	192
Hudson, N. J.	Jersey City	3,310	193
Lackawanna, Pa.	Scranton	3,295	194
Westmoreland, Pa.	Greensburg	3,288	195
Cambria, Pa.	Johnstown	3,253	196
Luzerne, Pa.	Wilkes-Barre	3,188	197
Prince Georges, Md.	Hyattsville	3,068	198
Du Page, Ill.	Elmhurst	3,025	199
Wyandotte, Kans.	Kansas City	2,798	200
U.S. Per Family Sales		3,891	

Honolulu County, with a Sales Per Family of $3,629 would rank 172 if included above.

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Got a sharp pencil?

Let's do some quick figuring:

Western Family has more circulation in the market it covers ... the 11 Western States and Hawaii ... than any of these top books:

LIFE ... 931,225

POST ... 909,098

LOOK ... 650,767

SUNSET ... 551,525

WESTERN FAMILY 1,250,000

In fact, Western Family has more circulation in this area than Look and Sunset combined.

All of which points to this:

To win the West, use the magazine that covers the West: the fastest-growing magazine in America!

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



Food Store Sales, 200 Leading Counties

SM Estimates, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	FOOD STORE SALES SM Est. (in thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	2,820,514	1
Los Angeles, Cal.	Los Angeles	1,861,050	2
Cook, Ill.	Chicago	1,465,229	3
Wayne, Mich.	Detroit	828,870	4
Philadelphia, Pa.	Philadelphia	565,237	5
Cuyahoga, Ohio	Cleveland	549,318	6
Allegheny, Pa.	Pittsburgh	503,157	7
St. Louis, Mo.	St. Louis	417,779	8
Nassau, N. Y.	Hempstead Twp.	403,423	9
Baltimore, Md.	Baltimore	378,029	10
Suffolk, Mass.	Boston	369,010	11
Harris, Tex.	Houston	327,077	12
Middlesex, Mass.	Cambridge	321,627	13
Erie, N. Y.	Buffalo	309,527	14
Dade, Fla.	Miami	300,057	15
Milwaukee, Wisc.	Milwaukee	298,851	16
Alameda, Cal.	Oakland	288,735	17
Essex, N. J.	Newark	285,092	18
Hamilton, Ohio	Cincinnati	262,279	19
San Francisco, Cal.	San Francisco	261,873	20
Westchester, N. Y.	Yonkers	261,531	21
District of Columbia	Washington	241,884	22
King, Wash.	Seattle	239,252	23
Dallas, Tex.	Dallas	235,569	24
San Diego, Cal.	San Diego	229,630	25
Fairfield, Conn.	Bridgeport	220,923	26
Bergen, N. J.	Hackensack	220,851	27
Hennepin, Minn.	Minneapolis	214,815	28
New Haven, Conn.	New Haven	201,288	29
Franklin, Ohio	Columbus	188,811	30
Hudson, N. J.	Jersey City	188,282	31
Hartford, Conn.	Hartford	187,701	32
Multnomah, Ore.	Portland	182,722	33
Oakland, Mich.	Pontiac	173,327	34
Marion, Ind.	Indianapolis	168,797	35
Fulton, Ga.	Atlanta	167,850	36
Santa Clara, Cal.	San Jose	163,144	37
Jackson, Mo.	Kansas City	160,906	38
Summit, Ohio	Akron	158,477	39
Essex, Mass.	Lynn	157,826	40
Worcester, Mass.	Worcester	157,654	41
Monroe, N. Y.	Rochester	156,183	42
Union, N. J.	Elizabeth	155,614	43
Sacramento, Cal.	Sacramento	154,410	44
Denver, Colo.	Denver	153,264	45
Suffolk, N. Y.	Patchogue	152,997	46
Montgomery, Ohio	Dayton	151,972	47
Jefferson, Ky.	Louisville	151,274	48
Providence, R. I.	Providence	149,851	49
Shelby, Tenn.	Memphis	147,129	50
Jefferson, Ala.	Birmingham	142,735	51
Tarrant, Tex.	Fort Worth	139,345	52
Delaware, Pa.	Chester	138,952	53
Lucas, Ohio	Toledo	138,851	54
Orange, Cal.	Santa Ana	136,464	55
Lake, Ind.	Gary	135,724	56
Bexar, Tex.	San Antonio	135,489	57
Maricopa, Ariz.	Phoenix	134,193	58
Orleans, La.	New Orleans	131,163	59
San Mateo, Cal.	San Mateo	130,711	60
Passaic, N. J.	Paterson	130,709	61
Duval, Fla.	Jacksonville	127,419	62
Montgomery, Pa.	L. Merion Twp.	124,020	63
Contra Costa, Cal.	Richmond	121,771	64
Norfolk, Mass.	Quincy	117,339	65
Onondaga, N. Y.	Syracuse	115,969	66
Norfolk, Va.	Norfolk	114,615	67
Ramsey, Minn.	St. Paul	114,087	68
San Bernardino, Cal.	San Bernardino	113,704	69
Hampden, Mass.	Springfield	112,485	70
Oklahoma, Okla.	Oklahoma City	111,849	71
Fresno, Cal.	Fresno	110,338	72
Stark, Ohio	Canton	107,266	73
Bristol, Mass.	New Bedford	105,900	74
Mahoning, Ohio	Youngstown	102,477	75
Camden, N. J.	Camden	99,675	76
Genesee, Mich.	Flint	99,202	77
Kent, Mich.	Grand Rapids	99,114	78
Davidson, Tenn.	Nashville	95,322	79
Arlington, Va.	Alexandria	93,068	80
Henrico, Va.	Richmond	91,387	81
Middlesex, N. J.	New Brunswick	91,130	82
Prince Georges, Md.	Hyattsville	90,982	83
Macomb, Mich.	Mount Clemens	90,943	84
Hillsborough, Fla.	Tampa	90,543	85
Salt Lake, Utah	Salt Lake City	90,170	86
Luzerne, Pa.	Wilkes-Barre	89,521	87
Monmouth, N. J.	Asbury Park	88,012	88
Westmoreland, Pa.	Greensburg	86,620	89
Kern, Cal.	Bakersfield	81,652	90
Douglas, Nebr.	Omaha	80,655	91
Mercer, N. J.	Trenton	79,232	92
Sedgwick, Kans.	Wichita	78,963	93
Tulsa, Okla.	Tulsa	78,775	94
Albany, N. Y.	Albany	77,387	95
Pierce, Wash.	Tacoma	75,180	96
New Castle, Del.	Wilmington	75,651	97
Montgomery, Md.	Rockville	75,100	98
Berks, Pa.	Reading	74,102	99
Spokane, Wash.	Spokane	73,170	100
Lake, Ill.	Waukegan	72,283	101
Broward, Fla.	Fort Lauderdale	71,684	102
Pinellas, Fla.	St. Petersburg	71,440	103
Kanawha, W. Va.	Charleston	70,566	104
Riverside, Cal.	Riverside	70,029	105
Plymouth, Mass.	Brockton	68,390	106
Mobile, Ala.	Mobile	68,131	107
Polk, Iowa	Des Moines	67,936	108
Jefferson, Tex.	Beaumont	67,594	109
Hamilton, Tenn.	Chattanooga	66,752	110
Oneida, N. Y.	Utica	65,348	111
Du Page, Ill.	Elmhurst	65,280	112
San Joaquin, Cal.	Stockton	64,882	113
Erie, Pa.	Erie	64,800	114
Morris, N. J.	Morristown	64,435	115
Madison, Ill.	Alton	64,302	116
Lackawanna, Pa.	Scranton	64,062	117
St. Louis, Minn.	Duluth	62,892	118
El Paso, Tex.	El Paso	62,815	119
Pima, Ariz.	Tucson	62,318	120
Guilford, N. C.	Greensboro	62,192	121
Bucks, Pa.	Bristol	62,120	122
Niagara, N. Y.	Niagara Falls	60,415	123
St. Clair, Ill.	East St. Louis	60,223	124
Lorain, Ohio	Lorain	59,071	125
Ingham, Mich.	Lansing	58,931	126
Bernalillo, N. M.	Albuquerque	58,863	127
Lancaster, Pa.	Lancaster	58,569	128
Trumbull, Ohio	Warren	58,274	129
St. Joseph, Ind.	South Bend	57,732	130
Orange, N. Y.	Newburgh	56,842	131
Caddo, La.	Shreveport	56,624	132
Washington, Pa.	Washington	56,468	133
Northampton, Pa.	Bethlehem	56,358	134
Knox, Tenn.	Knoxville	56,113	135
Nueces, Tex.	Corpus Christi	56,089	136
Mecklenberg, N. C.	Charlotte	55,344	137
Broome, N. Y.	Binghamton	55,092	138
Hillsborough, N. H.	Manchester	54,774	139
Kane, Ill.	Aurora	54,384	140
Pulaski, Ark.	Little Rock	53,189	141
Palm Beach, Fla.	West Palm Beach	53,102	142
Cumberland, Me.	Portland	52,575	143
Schenectady, N. Y.	Schenectady	52,555	144
Atlantic, N. J.	Atlantic City	52,170	145
Winnebago, Ill.	Rockford	51,512	146
Beaver, Pa.	Beaver Falls	51,120	147
Orange, Fla.	Orlando	51,040	148
Lehigh, Pa.	Allentown	51,008	149
Dauphin, Pa.	Harrisburg	50,255	150
York, Pa.	York	50,094	151
Dane, Wisc.	Madison	50,079	152
Peoria, Ill.	Peoria	49,596	153
New London, Conn.	New London	48,819	154
Butler, Ohio	Hamilton	48,220	155
Lane, Ore.	Eugene	46,773	156
Newport News, Va.	Newport News	46,651	157
Cambria, Pa.	Johnstown	45,999	158
Anne Arundel, Md.	Annapolis	45,532	159
Monterey, Cal.	Salinas	45,481	160
East Baton Rouge, La.	Baton Rouge	45,459	161
Allen, Ind.	Fort Wayne	45,118	162
Will, Ill.	Joliet	44,993	163
Muskegon, Mich.	Muskegon	44,898	164
Vanderburgh, Ind.	Evansville	44,868	165
Ventura, Cal.	Ventura	44,805	166
Greenville, S. C.	Greenville	44,635	167
Sonoma, Cal.	Santa Rosa	44,432	168
Polk, Fla.	Lakeland	44,112	169
Stanislaus, Cal.	Modesto	43,886	170
Washtenaw, Mich.	Ann Arbor	43,878	171
Charleston, S. C.	Charleston	43,634	172
Wyandotte, Kans.	Kansas City	43,161	173
Berrien, Mich.	Benton Harbor	42,885	174
Berkshire, Mass.	Pittsfield	42,857	175
Chester, Pa.	West Chester	42,766	176
Tulare, Cal.	Visalia	42,515	177
Schuylkill, Pa.	Pottsville	42,132	178
De Kalb, Ga.	Decatur	41,826	179
Marin, Cal.	San Rafael	41,629	180
Escambia, Fla.	Pensacola	41,626	181
Travis, Tex.	Austin	41,534	182
Wake, N. C.	Raleigh	41,445	183
Humboldt, Cal.	Eureka	41,413	184
Dutchess, N. Y.	Poughkeepsie	41,403	185
Fayette, Pa.	Uniontown	41,376	186
Richland, Ohio	Mansfield	41,280	187
Jefferson, La.	Gretna	41,081	188
Forsyth, N. C.	Winston-Salem	40,588	189
Kalamazoo, Mich.	Kalamazoo	40,482	190
Saginaw, Mich.	Saginaw	40,284	191
Chatham, Ga.	Savannah	40,263	192
Rock Island, Ill.	Rock Island	39,842	193
Rensselaer, N. Y.	Troy	39,707	194
Fairfax, Va.	Falls Church	39,598	195
Chautauqua, N. Y.	Jamestown	39,560	196
Calhoun, Mich.	Battle Creek	39,072	197
Clark, Ohio	Springfield	38,304	198
Richmond, Ga.	Augusta	38,252	199
Hinds, Miss.	Jackson	38,202	200
Total Above Counties		28,416,899	
% of U. S. A.		64.5751	

Honolulu County, with Food Store Sales of $84,961 thousand, would rank 80 if included above.

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Eating & Drinking Places Sales, 200 Leading Counties

Some things just happen naturally!



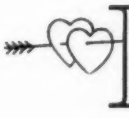
Birds... They fly south when winter nears...wing their way back over thousands of miles, come night or storm.

Sextants? Compasses? Maps? No. They just **naturally** know where they're going!



Bees... Somebody once said that a bumble-bee's physical structure violates a basic law of aerodynamics. Therefore, it cannot fly.

But aerodynamics or not—the bee just **naturally** takes off!



Love... A healthy, normal schoolboy, happily preoccupied with eating, sleeping, housewrecking, sports—suddenly pecks at his food, slicks down his hair and stalks about in a stupor.

Love. How'd it happen? Just does...**naturally!**



Mothers 18-35... The marriage rate of women 18-35 is higher than any other age level...and the birth rate among married women 18-35 is also highest of all.

Why this concentration of love...of marriages...of new babies? Nature just makes it this way...**it's natural!**

PARENTS' MAGAZINE



COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

Its circulation pre-determined by nature to be highest of any magazine among young mothers 18-35...PARENTS' brings to advertisers a virtual 100% concentration in families with growing children...families whose product needs are at their greatest!

naturally, PARENTS' MAGAZINE is the best advertising medium for you!

52 VANDERBILT AVENUE, N. Y. • Atlanta • Boston • Chicago • Los Angeles • San Francisco

Eating & Drinking Places Sales, 200 Leading Counties

SM Estimates, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	EATING and DRINKING PLACE SALES SM Est. (in thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	1,252,406	1
Cook, Ill.	Chicago	675,664	2
Los Angeles, Cal.	Los Angeles	597,209	3
Wayne, Mich.	Detroit	289,829	4
Philadelphia, Pa.	Philadelphia	260,126	5
Cuyahoga, Ohio	Cleveland	187,207	6
Baltimore, Md.	Baltimore	172,411	7
San Francisco, Cal.	San Francisco	171,116	8
Dade, Fla.	Miami	150,258	9
Allegheny, Pa.	Pittsburgh	149,377	10
Suffolk, Mass.	Boston	142,488	11
St. Louis, Mo.	St. Louis	140,599	12
Milwaukee, Wisc.	Milwaukee	122,814	13
Erie, N. Y.	Buffalo	119,386	14
Essex, N. J.	Newark	117,872	15
District of Columbia	Washington	116,985	16
Nassau, N. Y.	Hempstead Twp.	116,756	17
Hamilton, Ohio	Cincinnati	102,433	18
Alameda, Cal.	Oakland	91,045	19
King, Wash.	Seattle	89,767	20
Harris, Tex.	Houston	84,394	21
Hennepin, Minn.	Minneapolis	82,067	22
Middlesex, Mass.	Cambridge	79,605	23
San Diego, Cal.	San Diego	77,933	24
Westchester, N. Y.	Yonkers	76,105	25
Orleans, La.	New Orleans	74,938	26
Dallas, Tex.	Dallas	73,174	27
Marion, Ind.	Indianapolis	71,499	28
Hudson, N. J.	Jersey City	71,051	29
Franklin, Ohio	Columbus	70,384	30
Jackson, Mo.	Kansas City	65,777	31
New Haven, Conn.	New Haven	65,710	32
Hartford, Conn.	Hartford	64,523	33
Jefferson, Ky.	Louisville	61,393	34
Multnomah, Ore.	Portland	60,286	35
Bergen, N. J.	Hackensack	59,418	36
Fairfield, Conn.	Bridgeport	59,131	37
Denver, Colo.	Denver	56,207	38
Montgomery, Ohio	Dayton	54,470	39
Lucas, Ohio	Toledo	53,880	40
Summit, Ohio	Akron	52,094	41
Fulton, Ga.	Atlanta	52,061	42
Orange, Cal.	Santa Ana	52,057	43
Providence, R. I.	Providence	50,173	44
Monroe, N. Y.	Rochester	49,665	45
Essex, Mass.	Lynn	48,903	46
Oakland, Mich.	Pontiac	46,715	47
Sacramento, Cal.	Sacramento	45,734	48
Worcester, Mass.	Worcester	45,200	49
Passaic, N. J.	Paterson	44,535	50
Lake, Ind.	Gary	44,137	51
Maricopa, Ariz.	Phoenix	43,809	52
Onondaga, N. Y.	Syracuse	43,726	53
Douglas, Nebr.	Omaha	43,053	54
Bexar, Tex.	San Antonio	42,837	55
Santa Clara, Cal.	San Jose	42,729	56
Atlantic, N. J.	Atlantic City	42,480	57
Union, N. J.	Elizabeth	41,801	58
Monmouth, N. J.	Asbury Park	40,980	59
Suffolk, N. Y.	Patchogue	40,826	60
Camden, N. J.	Camden	39,524	61
Delaware, Pa.	Chester	38,896	62
San Mateo, Cal.	San Mateo	38,182	63
Broward, Fla.	Fort Lauderdale	36,751	64
Middlesex, N. J.	New Brunswick	36,586	65
Tarrant, Tex.	Fort Worth	35,424	66
Norfolk, Va.	Norfolk	35,195	67
San Bernardino, Cal.	San Bernardino	35,160	68
Oklahoma, Okla.	Oklahoma City	35,113	69
Ramsey, Minn.	St. Paul	34,676	70
Montgomery, Pa.	L. Merion Twp.	34,472	71
Hampden, Mass.	Springfield	34,379	72
Norfolk, Mass.	Quincy	33,518	73
Shelby, Tenn.	Memphis	32,681	74
Duval, Fla.	Jacksonville	32,532	75
Pinellas, Fla.	St. Petersburg	32,108	76
Hillsborough, Fla.	Tampa	32,101	77
Jefferson, Ala.	Birmingham	31,909	78
Fresno, Cal.	Fresno	30,735	79
Mercer, N. J.	Trenton	30,210	80
Stark, Ohio	Canton	30,200	81
Bristol, Mass.	New Bedford	29,667	82
Albany, N. Y.	Albany	29,171	83
Mahoning, Ohio	Youngstown	27,902	84
Genesee, Mich.	Flint	27,801	85
Contra Costa, Cal.	Richmond	27,666	86
Kern, Cal.	Bakersfield	26,731	87
Salt Lake, Utah	Salt Lake City	26,578	88
Lake, Ill.	Waukegan	26,454	89
Riverside, Cal.	Riverside	26,411	90
St. Clair, Ill.	East St. Louis	25,338	91
Kent, Mich.	Grand Rapids	24,755	92
Tulsa, Okla.	Tulsa	24,648	93
Henrico, Va.	Richmond	24,571	94
Davidson, Tenn.	Nashville	24,530	95
San Joaquin, Cal.	Stockton	24,013	96
New Castle, Del.	Wilmington	23,462	97
Luzerne, Pa.	Wilkes-Barre	23,398	98
Pierce, Wash.	Tacoma	23,211	99
Winnebago, Ill.	Rockford	23,158	100
Dauphin, Pa.	Harrisburg	22,756	101
Polk, Iowa	Des Moines	22,616	102
Berks, Pa.	Reading	22,571	103
Sedgwick, Kans.	Wichita	22,553	104
Palm Beach, Fla.	West Palm Beach	22,442	105
Arlington, Va.	Alexandria	22,383	106
Niagara, N. Y.	Niagara Falls	22,110	107
Dane, Wisc.	Madison	22,073	108
Oneida, N. Y.	Utica	21,657	109
Prince Georges, Md.	Hyattsville	21,534	110
Allen, Ind.	Fort Wayne	21,430	111
Mecklenberg, N. C.	Charlotte	21,428	112
Macomb, Mich.	Mount Clemens	21,095	113
Spokane, Wash.	Spokane	20,968	114
Bernalillo, N. M.	Albuquerque	20,708	115
Madison, Ill.	Alton	20,500	116
Peoria, Ill.	Peoria	20,448	117
St. Joseph, Ind.	South Bend	20,394	118
Bucks, Pa.	Bristol	20,135	119
Westmoreland, Pa.	Greensburg	20,122	120
Broome, N. Y.	Binghamton	19,638	121
Pima, Ariz.	Tucson	19,231	122
Plymouth, Mass.	Brockton	19,128	123
Rock Island, Ill.	Rock Island	18,723	124
Sangamon, Ill.	Springfield	18,651	125
Monterey, Cal.	Salinas	18,414	126
St. Louis, Minn.	Duluth	18,409	127
Morris, N. J.	Morristown	18,381	128
Lackawanna, Pa.	Scranton	18,329	129
Lehigh, Pa.	Allentown	18,285	130
Erie, Pa.	Erie	18,098	131
El Paso, Tex.	El Paso	18,033	132
Kane, Ill.	Aurora	17,978	133
Orange, N. Y.	Newburgh	17,830	134
Washoe, Nev.	Reno	17,619	135
Ashtabula, Ohio	Ashtabula	17,308	136
Pulaski, Ark.	Little Rock	17,236	137
Butler, Ohio	Hamilton	17,184	138
Nueces, Tex.	Corpus Christi	17,118	139
Lorain, Ohio	Lorain	16,985	140
Ingham, Mich.	Lansing	16,983	141
Orange, Fla.	Orlando	16,868	142
Lancaster, Pa.	Lancaster	16,622	143
Trumbull, Ohio	Warren	16,372	144
Hamilton, Tenn.	Chattanooga	16,364	145
Vanderburgh, Ind.	Evansville	16,348	146
Clark, Nev.	Las Vegas	16,027	147
Kanawha, W. Va.	Charleston	15,970	148
Will, Ill.	Joliet	15,736	149
Ocean, N. J.	Point Pleasant	15,569	150
Mobile, Ala.	Mobile	15,555	151
Volusia, Fla.	Daytona Beach	15,521	152
Knox, Tenn.	Knoxville	15,434	153
Jefferson, Tex.	Beaumont	15,172	154
Anne Arundel, Md.	Annapolis	15,061	155
Travis, Tex.	Austin	14,791	156
Galveston, Tex.	Galveston	14,665	157
York, Pa.	York	14,649	158
Dutchess, N. Y.	Poughkeepsie	14,577	159
La Salle, Ill.	Streator	14,555	160
Caddo, La.	Shreveport	14,446	161
Du Page, Ill.	Elmhurst	14,430	162
Sonoma, Cal.	Santa Rosa	14,419	163
East Baton Rouge, La.	Baton Rouge	14,054	164
Chester, Pa.	West Chester	13,985	165
Burlington, N. J.	Burlington	13,983	166
Washtenaw, Mich.	Ann Arbor	13,912	167
Marin, Cal.	San Rafael	13,539	168
Saginaw, Mich.	Saginaw	13,493	169
Schenectady, N. Y.	Schenectady	13,399	170
Northampton, Pa.	Bethlehem	13,347	171
Ventura, Cal.	Ventura	13,325	172
Chautauqua, N. Y.	Jamestown	13,173	173
Montgomery, Md.	Rockville	13,126	174
New London, Conn.	New London	13,110	175
El Paso, Colo.	Colorado Springs	13,032	176
Macon, Ill.	Decatur	12,959	177
Berrien, Mich.	Benton Harbor	12,827	178
Guilford, N. C.	Greensboro	12,809	179
Kenton, Ky.	Covington	12,634	180
Brown, Wisc.	Green Bay	12,522	181
Humboldt, Cal.	Eureka	12,469	182
Santa Barbara, Cal.	Santa Barbara	12,413	183
Solano, Cal.	Vallejo	12,180	184
Tulare, Cal.	Visalia	12,145	185
Chatham, Ga.	Savannah	12,121	186
Scott, Iowa	Davenport	12,088	187
Washington, Pa.	Washington	12,057	188
Kalamazoo, Mich.	Kalamazoo	11,894	189
Escambia, Fla.	Pensacola	11,802	190
Cumberland, Me.	Portland	11,782	191
Rensselaer, N. Y.	Troy	11,725	192
Richland, Ohio	Mansfield	11,689	193
Racine, Wisc.	Racine	11,581	194
Beaver, Pa.	Beaver Falls	11,568	195
Stanislaus, Cal.	Modesto	11,577	196
Jackson, Mich.	Jackson	11,342	197
Richmond, Ga.	Augusta	11,306	198
Jefferson, La.	Gretna	11,226	199
Cambria, Pa.	Johnstown	11,158	200
Total Above Counties		10,162,624	
% of U. S. A.		70.7834	

Honolulu County, with Eating and Drinking Place Sales of $43,033 thousand, would rank 55 if included above.

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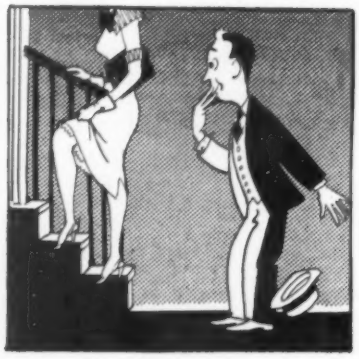
General Merchandise Store Sales, 200 Leading Counties

SM Estimates, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	GENERAL MDSE. STORE SALES SM Est. (in thousands)	Rank in Group
Cook, Ill.	Chicago	1,440,633	1
New York City (5 Counties), N. Y.	New York City	1,224,147	2
Los Angeles, Cal.	Los Angeles	1,049,556	3
Philadelphia, Pa.	Philadelphia	587,918	4
Wayne, Mich.	Detroit	551,875	5
Cuyahoga, Ohio	Cleveland	393,820	6
Suffolk, Mass.	Boston	360,986	7
Allegheny, Pa.	Pittsburgh	343,749	8
Baltimore, Md.	Baltimore	325,204	9
St. Louis, Mo.	St. Louis	309,042	10
Fulton, Ga.	Atlanta	253,561	11
Jackson, Mo.	Kansas City	250,262	12
Dallas, Tex.	Dallas	238,789	13
District of Columbia	Washington	222,761	14
King, Wash.	Seattle	222,723	15
Hennepin, Minn.	Minneapolis	221,891	16
Milwaukee, Wisc.	Milwaukee	220,753	17
San Francisco, Cal.	San Francisco	195,702	18
Hamilton, Ohio	Cincinnati	194,875	19
Harris, Tex.	Houston	193,290	20
Essex, N. J.	Newark	188,653	21
Marion, Ind.	Indianapolis	179,261	22
Erie, N. Y.	Buffalo	179,102	23
Orleans, La.	New Orleans	173,320	24
Alameda, Cal.	Oakland	164,800	25
Multnomah, Ore.	Portland	157,742	26
Denver, Colo.	Denver	156,897	27
Nassau, N. Y.	Hempstead Twp.	156,405	28
Middlesex, Mass.	Cambridge	153,511	29
Franklin, Ohio	Columbus	149,117	30
Shelby, Tenn.	Memphis	143,209	31
Dade, Fla.	Miami	127,374	32
Tarrant, Tex.	Fort Worth	126,581	33
Hartford, Conn.	Hartford	123,304	34
San Diego, Cal.	San Diego	120,880	35
Westchester, N. Y.	Yonkers	118,956	36
Ramsey, Minn.	St. Paul	113,102	37
Montgomery, Ohio	Dayton	112,594	38
Summit, Ohio	Akron	111,815	39
Oakland, Mich.	Pontiac	111,486	40
Monroe, N. Y.	Rochester	102,344	41
Bergen, N. J.	Hackensack	101,062	42
Jefferson, Ky.	Louisville	100,436	43
Providence, R. I.	Providence	98,838	44
Bexar, Tex.	San Antonio	95,126	45
Henrico, Va.	Richmond	94,585	46
Lucas, Ohio	Toledo	93,735	47
Jefferson, Ala.	Birmingham	91,085	48
Oklahoma, Okla.	Oklahoma City	88,582	49
Fairfield, Conn.	Bridgeport	84,399	50
Guilford, N. C.	Greensboro	81,802	51
New Haven, Conn.	New Haven	80,611	52
Hampden, Mass.	Springfield	77,938	53
Salt Lake, Utah	Salt Lake City	74,200	54
Lake, Ind.	Gary	73,907	55
Albany, N. Y.	Albany	71,249	56
Mahoning, Ohio	Youngstown	70,961	57
Sacramento, Cal.	Sacramento	70,563	58
Norfolk, Va.	Norfolk	70,306	59
Onondaga, N. Y.	Syracuse	69,744	60
Kent, Mich.	Grand Rapids	69,500	61
Montgomery, Pa.	L. Merion Twp.	66,855	62
Davidson, Tenn.	Nashville	64,212	63
Wayne, N. Y.	Newark	63,080	64
Pinellas, Fla.	St. Petersburg	62,516	65
Delaware, Pa.	Chester	62,086	66
Essex, Mass.	Lynn	61,548	67
Santa Clara, Cal.	San Jose	61,001	68
Douglas, Nebr.	Omaha	60,534	69
Worcester, Mass.	Worcester	60,442	70
Union, N. J.	Elizabeth	59,607	71
Mecklenburg, N. C.	Charlotte	58,810	72
Tulsa, Okla.	Tulsa	58,461	73
Spokane, Wash.	Spokane	58,334	74
Passaic, N. J.	Paterson	57,496	75
Lehigh, Pa.	Allentown	57,316	76
Maricopa, Ariz.	Phoenix	55,721	77
Mercer, N. J.	Trenton	54,024	78
Allen, Ind.	Fort Wayne	53,454	79
Duval, Fla.	Jacksonville	53,018	80
Knox, Tenn.	Knoxville	52,954	81
Arlington, Va.	Alexandria	52,748	82
Polk, Iowa	Des Moines	52,066	83
Hillsborough, Fla.	Tampa	52,030	84
Sedgwick, Kans.	Wichita	51,925	85
New Castle, Del.	Wilmington	51,610	86
San Bernardino, Cal.	San Bernardino	50,199	87
Montgomery, Md.	Rockville	48,836	88
El Paso, Tex.	El Paso	48,795	89
Peoria, Ill.	Peoria	47,586	90
Luzerne, Pa.	Wilkes-Barre	47,477	91
Hudson, N. J.	Jersey City	46,885	92
Dauphin, Pa.	Harrisburg	46,540	93
Kanawha, W. Va.	Charleston	46,096	94
Stark, Ohio	Canton	45,873	95
Pierce, Wash.	Tacoma	45,277	96
Pulaski, Ark.	Little Rock	44,828	97
Genesee, Mich.	Flint	44,754	98
Norfolk, Mass.	Quincy	43,140	99
Orange, Fla.	Orlando	42,742	100
Ingham, Mich.	Lansing	41,966	101
Clay, Mo.	N. Kansas City	41,947	102
Kern, Cal.	Bakersfield	41,732	103
St. Louis, Minn.	Duluth	40,617	104
Cambria, Pa.	Johnstown	40,254	105
St. Joseph, Ind.	South Bend	40,146	106
Fresno, Cal.	Fresno	40,110	107
Orange, Cal.	Santa Ana	39,934	108
Erie, Pa.	Erie	39,785	109
Bernalillo, N. M.	Albuquerque	39,722	110
York, Pa.	York	39,174	111
Lancaster, Pa.	Lancaster	39,157	112
Berks, Pa.	Reading	38,428	113
Hamilton, Tenn.	Chattanooga	38,071	114
Kane, Ill.	Aurora	37,796	115
San Mateo, Cal.	San Mateo	37,499	116
Camden, N. J.	Camden	36,754	117
Lancaster, Nebr.	Lincoln	36,606	118
Lackawanna, Pa.	Scranton	36,131	119
Bristol, Mass.	New Bedford	36,033	120
Jefferson, Tex.	Beaumont	35,448	121
Contra Costa, Cal.	Richmond	35,165	122
Monmouth, N. J.	Asbury Park	34,935	123
Suffolk, N. Y.	Patchogue	34,860	124
Cumberland, Me.	Portland	34,613	125
Mobile, Ala.	Mobile	34,017	126
East Baton Rouge, La.	Baton Rouge	33,227	127
Nueces, Tex.	Corpus Christi	33,000	128
Greeneville, S. C.	Greenville	32,780	129
Wake, N. C.	Raleigh	32,308	130
Pima, Ariz.	Tucson	32,054	131
Broome, N. Y.	Binghamton	31,843	132
Forsyth, N. C.	Winston-Salem	31,168	133
Lake, Ill.	Waukegan	30,936	134
Winnebago, Ill.	Rockford	30,900	135
Caddo, La.	Shreveport	30,765	136
Westmoreland, Pa.	Greensburg	29,893	137
Middlesex, N. J.	New Brunswick	29,713	138
San Joaquin, Cal.	Stockton	29,383	139
Vigo, Ind.	Terre Haute	28,433	140
Sangamon, Ill.	Springfield	27,921	141
Hinds, Miss.	Jackson	27,279	142
Cabell, W. Va.	Huntington	27,193	143
Woodbury, Iowa	Sioux City	27,100	144
Ohio, W. Va.	Wheeling	27,099	145
Scott, Iowa	Davenport	27,089	146
Lubbock, Tex.	Lubbock	27,018	147
Vanderburgh, Ind.	Evansville	26,582	148
Broward, Fla.	Fort Lauderdale	26,493	149
Fayette, Pa.	Uniontown	26,385	150
Oneida, N. Y.	Utica	26,348	151
Dane, Wisc.	Madison	26,186	152
Northampton, Pa.	Bethlehem	25,704	153
Travis, Tex.	Austin	25,386	154
Schenectady, N. Y.	Schenectady	25,354	155
Richmond, Ga.	Augusta	24,997	156
Buncombe, N. C.	Asheville	24,774	157
Roanoke, Va.	Roanoke	24,684	158
Montgomery, Ala.	Montgomery	24,515	159
Riverside, Cal.	Riverside	24,479	160
Saginaw, Mich.	Saginaw	24,462	161
Sonoma, Cal.	Santa Rosa	23,979	162
Richland, S. C.	Columbia	23,671	163
Muscogee, Ga.	Columbus	23,624	164
Trumbull, Ohio	Warren	23,506	165
Macon, Ill.	Decatur	23,194	166
McLennan, Tex.	Waco	23,162	167
Niagara, N. Y.	Niagara Falls	23,141	168
Chatham, Ga.	Savannah	23,058	169
Butler, Ohio	Hamilton	23,053	170
Allen, Ohio	Lima	22,942	171
Washington, Pa.	Washington	22,855	172
Will, Ill.	Joliet	22,709	173
Bibb, Ga.	Macon	22,596	174
Monterey, Cal.	Salinas	22,568	175
Fayette, Ky.	Lexington	22,559	176
Lorain, Ohio	Lorain	22,249	177
Charleston, S. C.	Charleston	22,094	178
Muskegon, Mich.	Muskegon	21,616	179
Hillsborough, N. H.	Manchester	21,405	180
Dutchess, N. Y.	Poughkeepsie	21,353	181
Jefferson, Ohio	Steubenville	21,177	182
Brown, Wisc.	Green Bay	20,972	183
Potter, Tex.	Amarillo	20,845	184
Shawnee, Kans.	Topeka	20,660	185
Morris, N. J.	Morristown	20,600	186
St. Clair, Ill.	East St. Louis	20,598	187
Plymouth, Mass.	Brockton	20,588	188
Bucks, Pa.	Bristol	20,582	189
Yakima, Wash.	Yakima	20,226	190
Linn, Iowa	Cedar Rapids	20,153	191
Champaign, Ill.	Champaign	19,977	192
Beaver, Pa.	Beaver Falls	19,939	193
Berkshire, Mass.	Pittsfield	19,868	194
Newport News, Va.	Newport News	19,690	195
Penobscot, Me.	Bangor	19,684	196
Winnebago, Wisc.	Oshkosh	19,646	197
Atlantic, N. J.	Atlantic City	19,528	198
Kalamazoo, Mich.	Kalamazoo	19,381	199
Clark, Ohio	Springfield	19,372	200
Total Above Counties		16,332,447	
% of U. S. A.		73.2295	

Honolulu County, with General Merchandise Store Sales of $58,020 thousand, would rank 75 if included above.

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APPRAISAL

Many sales executives of mediocre ability have looked good of recent years. Whatever the company made was easy to sell.

Now, a competitive era of hard sell and the acid test for the sales executive. You will make it with an open mind—but keep your job—discard fixed notions.

If premium and special market sales are booming—and they are—can you afford *not* to appraise, study, and examine your premium sales potential?

If there is a changing distributive pattern for your products, are you abreast of or afraid of it?

If an incentive program for your company will produce sales—have you considered how, what, where, and when to implement it.

If PREMIUM PRACTICE, The Magazine of Incentive Merchandising, covers all special markets and sells for others—what about selling your products?

If the Publication's quality readership means greater buying power—are you taking advantage of it?

If you want additional information about the best method of creating and or using an incentive merchandising plan—call us—we are glad to be of assistance.

If you wish to broaden your present markets and sell new volume outlets—call us—we will be very glad to help.

If this 53 year old publication can render such a wide variety of services to its subscribers and advertisers, have you appraised it to see wherein you too can benefit.

If you wish we will be glad to appraise your premium market sales potential.

PREMIUM PRACTICE

The Magazine of Incentive Merchandising

386 Fourth Avenue, N. Y. 16, N. Y.

SPECIAL MARKET

The importance, acceptance and constant use of the factual data presented in the SURVEY OF BUYING POWER by business executives responsible for the distribution of over two-hundred billion dollars worth of industrial and consumer goods and services is without parallel in publishing history.

We, of The Magazine of Incentive Merchandising, acknowledge and congratulate SALES MANAGEMENT'S Editors—their unique position of eminence as so often demonstrated enhances the prestige of the entire business paper press.

"THE SURVEY" contains all market data required by its readers. We wish to contribute additional data about the premium and special markets sales field—not that SM's readers have asked for it—rather we think it may be of interest to some to know a little something of the dollar volume and what constitutes this growing and highly specialized market.

To begin with, premium sales outlets are everywhere. Buyers and users of incentive merchandise are in all 48 States and Canada.

Merchandise in virtually all price categories is utilized and a breakdown of type of user and dollar volume is as follows—

Type	Dollar Volume
TRADING STAMPS	350,000,000
CLUB PLANS	96,400,000
DIRECT SELLING COMPANIES	
PARTY PLANS	131,500,000
HOUSE TO HOUSE INSTALLMENT COMPANIES	
HOME SERVICE ROUTES	
SALES INCENTIVES	180,000,000
DEALER PREMIUMS	167,000,000
TRAFFIC BUILDERS	23,800,000
CIRCULATION BUILDERS	18,400,000
DIRECT PREMIUMS	
COUPON PLANS	
PACKAGE ENCLOSURES	
BANDED PREMIUMS	411,000,000
CONTAINER	
SELF LIQUIDATORS	
CONTESTS	

In addition, $225,000,000 is spent annually advertising premiums and contests—it is surprising that so very few consumer magazine salesmen ever take the time and trouble to make a specialized presentation to obtain a share of this business—not so, with newspapers—they are after it—they get it—more and more all the time.

PREMIUM PRACTICE, The Magazine of Incentive Merchandising, is justifiably proud of its sphere of influence with its subscribers—we work incessantly to improve our publication—and our service.
If we can assist you in any way—let us know.

PREMIUM PRACTICE

The Magazine of Incentive Merchandising

386 Fourth Avenue, N. Y. 16, N. Y.

Apparel Store Sales, 200 Leading Counties

SM Estimates, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	APPAREL STORE SALES SM Est. (In thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	1,348,317	1
Cook, Ill.	Chicago	599,841	2
Los Angeles, Cal.	Los Angeles	519,182	3
Philadelphia, Pa.	Philadelphia	272,308	4
Wayne, Mich.	Detroit	252,849	5
Cuyahoga, Ohio	Cleveland	147,251	6
Essex, N. J.	Newark	138,416	7
Dade, Fla.	Miami	138,265	8
Suffolk, Mass.	Boston	135,995	9
Allegheny, Pa.	Pittsburgh	125,400	10
San Francisco, Cal.	San Francisco	121,584	11
District of Columbia	Washington	114,656	12
Nassau, N. Y.	Hempstead Twp.	113,070	13
Erie, N. Y.	Buffalo	107,184	14
St. Louis, Mo.	St. Louis	102,953	15
Baltimore, Md.	Baltimore	98,098	16
Harris, Tex.	Houston	94,382	17
Westchester, N. Y.	Yonkers	91,830	18
Milwaukee, Wisc.	Milwaukee	91,204	19
Hamilton, Ohio	Cincinnati	86,016	20
Alameda, Cal.	Oakland	82,169	21
Dallas, Tex.	Dallas	81,296	22
Middlesex, Mass.	Cambridge	80,238	23
New Haven, Conn.	New Haven	79,479	24
Hennepin, Minn.	Minneapolis	78,621	25
Jackson, Mo.	Kansas City	72,341	26
Orleans, La.	New Orleans	70,670	27
Fairfield, Conn.	Bridgeport	66,679	28
Hudson, N. J.	Jersey City	65,236	29
Providence, R. I.	Providence	65,200	30
San Diego, Cal.	San Diego	64,627	31
King, Wash.	Seattle	61,883	32
Hartford, Conn.	Hartford	61,496	33
Franklin, Ohio	Columbus	60,243	34
Fulton, Ga.	Atlanta	59,951	35
Passaic, N. J.	Paterson	56,801	36
Bergen, N. J.	Hackensack	54,254	37
Monroe, N. Y.	Rochester	50,880	38
Norfolk, Va.	Norfolk	50,857	39
Bexar, Tex.	San Antonio	50,049	40
Jefferson, Ky.	Louisville	49,802	41
Essex, Mass.	Lynn	48,870	42
Worcester, Mass.	Worcester	48,117	43
Denver, Colo.	Denver	46,074	44
Shelby, Tenn.	Memphis	46,049	45
Jefferson, Ala.	Birmingham	45,808	46
Davidson, Tenn.	Nashville	45,173	47
Oakland, Mich.	Pontiac	45,099	48
Santa Clara, Cal.	San Jose	44,912	49
Union, N. J.	Elizabeth	44,406	50
Montgomery, Ohio	Dayton	44,190	51
Multnomah, Ore.	Portland	43,782	52
Marion, Ind.	Indianapolis	41,056	53
Hampden, Mass.	Springfield	38,584	54
Onondaga, N. Y.	Syracuse	38,369	55
Bristol, Mass.	New Bedford	38,174	56
Lake, Ind.	Gary	37,877	57
Duval, Fla.	Jacksonville	37,195	58
Ramsey, Minn.	St. Paul	36,083	59
Oklahoma, Okla.	Oklahoma City	35,623	60
Lucas, Ohio	Toledo	35,535	61
Orange, Cal.	Santa Ana	35,490	62
Broward, Fla.	Fort Lauderdale	33,227	63
Tulsa, Okla.	Tulsa	32,704	64
Albany, N. Y.	Albany	32,325	65
Norfolk, Mass.	Quincy	31,835	66
Sacramento, Cal.	Sacramento	31,795	67
Suffolk, N. Y.	Patchogue	31,270	68
Mercer, N. J.	Trenton	31,093	69
Douglas, Nebr.	Omaha	30,975	70
Maricopa, Ariz.	Phoenix	30,850	71
Delaware, Pa.	Chester	30,675	72
Genesee, Mich.	Flint	30,282	73
Tarrant, Tex.	Fort Worth	30,047	74
Summit, Ohio	Akron	29,218	75
Middlesex, N. J.	New Brunswick	29,218	75
Stark, Ohio	Canton	28,511	77
New Castle, Del.	Wilmington	28,376	78
Fresno, Cal.	Fresno	27,635	79
Montgomery, Pa.	L. Merion Twp.	27,381	80
Sedgwick, Kans.	Wichita	27,254	81
Kent, Mich.	Grand Rapids	26,932	82
Henrico, Va.	Richmond	26,843	83
Palm Beach, Fla.	West Palm Beach	25,785	84
Luzerne, Pa.	Wilkes-Barre	25,638	85
Caddo, La.	Shreveport	24,729	86
Hillsborough, Fla.	Tampa	24,617	87
Pinellas, Fla.	St. Petersburg	24,112	88
San Mateo, Cal.	San Mateo	23,656	89
Westmoreland, Pa.	Greensburg	23,387	90
Mahoning, Ohio	Youngstown	23,329	91
Salt Lake, Utah	Salt Lake City	23,081	92
Mecklenburg, N. C.	Charlotte	22,843	93
Dauphin, Pa.	Harrisburg	22,411	94
Guilford, N. C.	Greensboro	22,285	95
Camden, N. J.	Camden	21,772	96
Polk, Iowa	Des Moines	21,750	97
El Paso, Tex.	El Paso	21,355	98
Monmouth, N. J.	Asbury Park	21,205	99
Oneida, N. Y.	Utica	21,118	100
San Bernardino, Cal.	San Bernardino	21,020	101
Arlington, Va.	Alexandria	20,853	102
Vanderburgh, Ind.	Evansville	20,804	103
Mobile, Ala.	Mobile	20,445	104
Jefferson, Tex.	Beaumont	20,431	105
Berks, Pa.	Reading	20,294	106
Atlantic, N. J.	Atlantic City	20,144	107
St. Joseph, Ind.	South Bend	19,901	108
Lackawanna, Pa.	Scranton	19,858	109
Hamilton, Tenn.	Chattanooga	19,557	110
Dane, Wisc.	Madison	19,517	111
East Baton Rouge, La.	Baton Rouge	19,229	112
Travis, Tex.	Austin	19,124	113
St. Louis, Minn.	Duluth	19,013	114
San Joaquin, Cal.	Stockton	18,716	115
Contra Costa, Cal.	Richmond	18,526	116
Allen, Ind.	Fort Wayne	18,439	117
Bernalillo, N. M.	Albuquerque	18,069	118
Orange, Fla.	Orlando	18,078	119
Northampton, Pa.	Bethlehem	17,981	120
Spokane, Wash.	Spokane	17,849	121
Ingham, Mich.	Lansing	17,844	122
Kanawha, W. Va.	Charleston	17,796	123
Forsyth, N. C.	Winston-Salem	17,339	124
Niagara, N. Y.	Niagara Falls	17,235	125
Riverside, Cal.	Riverside	17,081	126
Lake, Ill.	Waukegan	17,008	127
Rensselaer, N. Y.	Troy	16,933	128
Erie, Pa.	Erie	16,794	129
Peoria, Ill.	Peoria	16,635	130
Winnebago, Ill.	Rockford	16,301	131
Lehigh, Pa.	Allentown	16,385	132
Saginaw, Mich.	Saginaw	16,327	133
Chatham, Ga.	Savannah	16,314	134
Pima, Ariz.	Tucson	16,168	135
Potter, Tex.	Amarillo	16,063	136
Plymouth, Mass.	Brockton	15,973	137
Roanoke, Va.	Roanoke	15,810	138
Hillsborough, N. H.	Manchester	15,391	139
Richland, S. C.	Columbia	15,348	140
Kern, Cal.	Bakersfield	15,344	141
York, Pa.	York	15,330	142
Charleston, S. C.	Charleston	15,307	143
Broome, N. Y.	Binghamton	15,210	144
Schenectady, N. Y.	Schenectady	15,192	145
Montgomery, Md.	Rockville	15,004	146
Lancaster, Pa.	Lancaster	14,962	147
Washington, Pa.	Washington	14,779	148
Montgomery, Ala.	Montgomery	14,761	149
Knox, Tenn.	Knoxville	14,644	150
Pierce, Wash.	Tacoma	14,534	151
Washtenaw, Mich.	Ann Arbor	14,456	152
Lorain, Ohio	Lorain	14,389	153
Hinds, Miss.	Jackson	14,288	154
Orange, N. Y.	Newburgh	14,085	155
Muscogee, Ga.	Columbus	13,969	156
Escambia, Fla.	Pensacola	13,955	157
Cumberland, Me.	Portland	13,945	158
Pulaski, Ark.	Little Rock	13,890	159
Morris, N. J.	Morristown	13,818	160
Schuylkill, Pa.	Pottsville	13,745	161
Wake, N. C.	Raleigh	13,525	162
Berkshire, Mass.	Pittsfield	13,428	163
Fayette, Ky.	Lexington	13,308	164
Beaver, Pa.	Beaver Falls	13,282	165
Clark, Nev.	Las Vegas	13,095	166
Linn, Iowa	Cedar Rapids	13,007	167
Santa Barbara, Cal.	Santa Barbara	12,854	168
Kane, Ill.	Aurora	12,841	169
Nueces, Tex.	Corpus Christi	12,838	170
Sangamon, Ill.	Springfield	12,695	171
St. Clair, Ill.	East St. Louis	12,622	172
Monterey, Cal.	Salinas	12,480	173
Cabell, W. Va.	Huntington	12,388	174
Newport News, Va.	Newport News	12,351	175
Butler, Ohio	Hamilton	12,254	176
Stanislaus, Cal.	Modesto	12,228	177
Greenville, S. C.	Greenville	12,177	178
Bibb, Ga.	Macon	12,021	179
Madison, Ill.	Alton	12,017	180
New London, Conn.	New London	11,996	181
Macomb, Mich.	Mount Clemens	11,985	182
El Paso, Colo.	Colorado Springs	11,937	183
Polk, Fla.	Lakeland	11,835	184
Kalamazoo, Mich.	Kalamazoo	11,707	185
Lancaster, Nebr.	Lincoln	11,562	186
Trumbull, Ohio	Warren	11,399	187
Ohio, W. Va.	Wheeling	11,315	188
Richmond, Ga.	Augusta	11,257	189
Galveston, Tex.	Galveston	11,093	190
Chautauqua, N. Y.	Jamestown	11,089	191
Shawnee, Kans.	Topeka	10,890	192
Jackson, Mich.	Jackson	10,591	193
Dutchess, N. Y.	Poughkeepsie	10,505	194
Lubbock, Tex.	Lubbock	10,252	195
Scott, Iowa	Davenport	10,126	196
Chemung, N. Y.	Elmira	9,982	197
Will, Ill.	Joliet	9,935	198
Wichita, Tex.	Wichita Falls	9,814	199
Chester, Pa.	West Chester	9,775	200
Total Above Counties		9,445,723	
% of U. S. A.		74.3750	

Honolulu County, with Apparel Store Sales of $25,312 thousand, would rank 86 if included above.

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Furniture-Household-Appliance Store Sales, 200 Leading Counties

it's easier to **START** *a habit than to* **STOP** *one!*



brand loyalty starts in seventeen

"THE SERVICE MAGAZINE FOR YOUNG-WOMEN-UNDER-20"

facts about SEVENTEEN

editorial interest...Service magazine: Fiction, Fashion, Amusements, Beauty, Food, Home Furnishings, Cultural, General Topics.

cover price...35c—Issued monthly.

circulation...1,014,832 (Publisher's Est. July-Dec., 1956). 75% Newsstand. Highest potential market saturation, any magazine.

total teen audience...2,800,000. Every third U. S. teen girl every month; 75% of all teen girls within 3 issues.*

reader ages...13-19: 90%—15-19; 73%—16-19. Median age 17.1.*

occupation...83% in high school, college. 43% work full or part time (the national average for all women).

personal income...$10.03 per week—average of all 2.8 million readers. Totals $1.5 billion yearly.

family income...11 highest, all 53 publications.†

all-age female audience...Largest, teens thru adult women, per 100 copies.†

advertising readership...Highest, by women, all magazines.†

advertising linage...First among all women's monthly magazines, January-December, 1956 (Printers' Ink).

rates...B & W Page $3375; 4-color $5075. Cost/M, B & W $3.33; 4-color $5.00.

printing...Rotogravure. No plates required.

special teacher supplement...19,500 Home Economics teachers pay for subscriptions to Seventeen...receive (plus the magazine) SEVENTEEN-AT-SCHOOL (lesson plan-book based on Seventeen's contents)...use it (along with Seventeen) in teaching a total of 1,630,000 students.

SOURCES: *Gilbert Readership Survey, 1955; †Starch Reports, May, 1956

seventeen
completely dominates its market!

SEVENTEEN MAGAZINE, 488 Madison Avenue, N. Y. 22 • PLaza 9-8100

Furniture-Household-Appliance Store Sales, 200 Leading Counties

SM Estimates, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	FURN.-HOUSE.-APPL. STORE SALES SM Est. (In thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	671,419	1
Los Angeles, Cal.	Los Angeles	528,085	2
Cook, Ill.	Chicago	341,290	3
Wayne, Mich.	Detroit	197,352	4
Philadelphia, Pa.	Philadelphia	180,727	5
Cuyahoga, Ohio	Cleveland	124,695	6
Allegheny, Pa.	Pittsburgh	107,890	7
St. Louis, Mo.	St. Louis	97,314	8
Baltimore, Md.	Baltimore	86,063	9
Alameda, Cal.	Oakland	80,138	10
Harris, Tex.	Houston	84,122	11
Dade, Fla.	Miami	82,728	12
San Francisco, Cal.	San Francisco	82,639	13
Nassau, N. Y.	Hempstead Township	81,857	14
Essex, N. J.	Newark	77,753	15
District of Columbia	Washington	74,006	16
Suffolk, Mass.	Boston	66,648	17
Milwaukee, Wisc.	Milwaukee	66,082	18
San Diego, Cal.	San Diego	65,649	19
Erie, N. Y.	Buffalo	65,447	20
Hamilton, Ohio	Cincinnati	62,237	21
Middlesex, Mass.	Cambridge	61,645	22
Westchester, N. Y.	Yonkers	60,211	23
Hennepin, Minn.	Minneapolis	56,729	24
New Haven, Conn.	New Haven	54,617	25
Fairfield, Conn.	Bridgeport	52,859	26
Hartford, Conn.	Hartford	52,252	27
King, Wash.	Seattle	50,997	28
Sacramento, Cal.	Sacramento	50,572	29
Marion, Ind.	Indianapolis	49,329	30
Dallas, Tex.	Dallas	48,100	31
Orleans, La.	New Orleans	47,622	32
Jackson, Mo.	Kansas City	46,633	33
Denver, Colo.	Denver	46,591	34
Hudson, N. J.	Jersey City	44,784	35
Santa Clara, Cal.	San Jose	44,306	36
Union, N. J.	Elizabeth	43,415	37
Bergen, N. J.	Hackensack	41,103	38
Maricopa, Ariz.	Phoenix	39,833	39
Fulton, Ga.	Atlanta	39,740	40
Franklin, Ohio	Columbus	39,578	41
Monroe, N. Y.	Rochester	38,829	42
Multnomah, Ore.	Portland	37,067	43
Oakland, Mich.	Pontiac	36,623	44
Montgomery, Ohio	Dayton	36,381	45
Norfolk, Va.	Norfolk	35,405	46
Passaic, N. J.	Paterson	35,366	47
Lucas, Ohio	Toledo	34,870	48
Worcester, Mass.	Worcester	34,779	49
Jefferson, Ky.	Louisville	34,238	50
Fresno, Cal.	Fresno	32,970	51
Orange, Cal.	Santa Ana	32,944	52
Summit, Ohio	Akron	32,421	53
Genesee, Mich.	Flint	31,759	54
Providence, R. I.	Providence	30,893	55
Shelby, Tenn.	Memphis	30,675	56
Lake, Ind.	Gary	29,480	57
Jefferson, Ala.	Birmingham	29,406	58
Duval, Fla.	Jacksonville	28,833	59
Stark, Ohio	Canton	28,406	60
Essex, Mass.	Lynn	28,179	61
San Bernardino, Cal.	San Bernardino	27,471	62
Oklahoma, Okla.	Oklahoma City	27,327	63
Ramsey, Minn.	St. Paul	27,271	64
Montgomery, Pa.	L. Merion Twp.	27,155	65
Hampden, Mass.	Springfield	27,060	66
Mahoning, Ohio	Youngstown	26,185	67
Bexar, Tex.	San Antonio	25,378	68
Douglas, Nebr.	Omaha	25,148	69
Salt Lake, Utah	Salt Lake City	24,264	70
Contra Costa, Cal.	Richmond	24,199	71
Broward, Fla.	Fort Lauderdale	24,079	72
Sedgwick, Kans.	Wichita	23,706	73
Bristol, Mass.	New Bedford	23,615	74
Tarrant, Tex.	Fort Worth	23,596	75
Tulsa, Okla.	Tulsa	23,427	76
Camden, N. J.	Camden	23,232	77
Mercer, N. J.	Trenton	23,000	78
San Mateo, Cal.	San Mateo	22,894	79
Kent, Mich.	Grand Rapids	22,504	80
New Castle, Del.	Wilmington	22,143	81
Suffolk, N.Y.	Patchogue	22,106	82
Hillsborough, Fla.	Tampa	21,672	83
Middlesex, N. J.	New Brunswick	21,556	84
Palm Beach, Fla.	W. Palm Beach	20,793	85
Luzerne, Pa.	Wilkes-Barre	20,432	86
Onondaga, N. Y.	Syracuse	20,338	87
Henrico, Va.	Richmond	20,238	88
Davidson, Tenn.	Nashville	19,983	89
Delaware, Pa.	Chester	19,630	90
Westmoreland, Pa.	Greensburg	18,947	91
Kern, Cal.	Bakersfield	18,590	92
El Paso, Tex.	El Paso	18,408	93
Winnebago, Ill.	Rockford	18,322	94
Pierce, Wash.	Tacoma	18,180	95
Bernalillo, N. M.	Albuquerque	18,126	96
Berks, Pa.	Reading	17,942	97
Polk, Iowa	Des Moines	17,909	98
Spokane, Wash.	Spokane	17,634	99
York, Pa.	York	17,601	100
Peoria, Ill.	Peoria	17,585	101
Albany, N. Y.	Albany	17,581	102
Monmouth, N. J.	Asbury Park	17,050	103
St. Joseph, Ind.	South Bend	16,983	104
Hamilton, Tenn.	Chattanooga	16,872	105
Pinellas, Fla.	St. Petersburg	16,427	106
Guilford, N. C.	Greensboro	16,300	107
San Joaquin, Cal.	Stockton	16,061	108
Lackawanna, Pa.	Scranton	15,933	109
Riverside, Cal.	Riverside	15,860	110
Mecklenberg, N. C.	Charlotte	15,661	111
Richland, S. C.	Columbia	15,639	112
Mobile, Ala.	Mobile	15,493	113
Caddo, La.	Shreveport	15,389	114
Lancaster, Pa.	Lancaster	15,365	115
Lehigh, Pa.	Allentown	15,357	116
East Baton Rouge, La.	Baton Rouge	15,351	117
Jefferson, Tex.	Beaumont	15,140	118
Allen, Ind.	Fort Wayne	15,111	119
Erie, Pa.	Erie	15,064	120
Dauphin, Pa.	Harrisburg	14,911	121
Norfolk, Mass.	Quincy	14,656	122
Orange, Fla.	Orlando	14,795	123
Chester, Pa.	West Chester	14,745	124
Lorain, Ohio	Lorain	14,562	125
Kanawha, W. Va.	Charleston	14,384	126
Oneida, N. Y.	Utica	14,316	127
Newport News, Va.	Newport News	14,255	128
Arlington, Va.	Alexandria	14,161	129
Shawnee, Kans.	Topeka	14,006	130
Linn, Iowa	Cedar Rapids	13,951	131
Greenville, S. C.	Greenville	13,723	132
Beaver, Pa.	Beaver Falls	13,633	133
Pima, Ariz.	Tucson	13,503	134
Northampton, Pa.	Bethlehem	13,430	135
Vanderburgh, Ind.	Evansville	13,398	136
Butler, Ohio	Hamilton	13,379	137
St. Louis, Minn.	Duluth	13,319	138
Charleston, S. C.	Charleston	13,307	139
Kalamazoo, Mich.	Kalamazoo	13,145	140
Dane, Wisc.	Madison	12,684	141
Lake, Ill.	Waukegan	12,591	142
Pulaski, Ark.	Little Rock	12,580	143
Knox, Tenn.	Knoxville	12,574	144
Travis, Tex.	Austin	12,503	145
Bucks, Pa.	Bristol	12,472	146
St. Clair, Ill.	East St. Louis	12,440	147
Trumbull, Ohio	Warren	12,290	148
Sangamon, Ill.	Springfield	12,272	149
Forsyth, N. C.	Winston-Salem	12,245	150
Niagara, N. Y.	Niagara Falls	11,907	151
Madison, Ill.	Alton	11,699	152
Broome, N. Y.	Binghamton	11,686	153
Washington, Pa.	Washington	11,684	154
Macomb, Mich.	Mount Clemens	11,777	155
Morris, N. J.	Morristown	11,759	156
Santa Barbara, Cal.	Santa Barbara	11,562	157
Orange, N. Y.	Newburgh	11,424	158
New London, Conn.	New London	11,203	159
Chatham, Ga.	Savannah	11,118	160
Nueces, Tex.	Corpus Christi	11,072	161
Tulare, Cal.	Visalia	10,979	162
Atlantic, N. J.	Atlantic City	10,960	163
Muscogee, Ga.	Columbus	10,847	164
Ingham, Mich.	Lansing	10,807	165
Roanoke, Va.	Roanoke	10,754	166
Polk, Fla.	Lakeland	10,733	167
Kane, Ill.	Aurora	10,692	168
El Paso, Colo.	Colorado Springs	10,561	169
Saginaw, Mich.	Saginaw	10,504	170
Solano, Cal.	Vallejo	10,350	171
Hillsborough, N. H.	Manchester	10,337	172
Lane, Ore.	Eugene	10,333	173
Escambia, Fla.	Pensacola	10,288	174
Bay, Mich.	Bay City	10,020	175
Wake, N. C.	Raleigh	9,993	176
Cumberland, Me.	Portland	9,990	177
Stanislaus, Cal.	Modesto	9,929	178
Montgomery, Ala.	Montgomery	9,911	179
Plymouth, Mass.	Brockton	9,899	180
Ventura, Cal.	Ventura	9,657	181
Cabell, W. Va.	Huntington	9,533	182
Ohio, W. Va.	Wheeling	9,371	183
Lubbock, Tex.	Lubbock	9,345	184
Schenectady, N. Y.	Schenectady	9,203	185
Monterey, Cal.	Salinas	9,201	186
Hinds, Miss.	Jackson	9,172	187
Potter, Tex.	Amarillo	9,136	188
Black Hawk, Iowa	Waterloo	9,068	189
Muskegon, Mich.	Muskegon	9,011	190
Scott, Iowa	Davenport	8,928	191
Durham, N. C.	Durham	8,918	192
Berkshire, Mass.	Pittsfield	8,898	193
Racine, Wisc.	Racine	8,877	194
Rensselaer, N. Y.	Troy	8,872	195
Richmond, Ga.	Augusta	8,862	196
Schuylkill, Pa.	Pottsville	8,680	197
Calhoun, Mich.	Battle Creek	8,636	198
Lancaster, Nebr.	Lincoln	8,601	199
Washtenaw, Mich.	Ann Arbor	8,588	200
Total Above Counties		6,925,537	
% of U. S. A.		66.5053	

Honolulu County, with Furniture-Household-Appliance Store Sales of $22,095 thousand, would rank 83 if included above.

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Because they need so many things right now LIVING'S young homemakers are out buying TODAY!

84.0%
of all U.S. families
DO NOT BUY **FURNITURE**
in any one year
BUT . . .
of the **furniture** that is sold
7 out of 10 purchases are made
by YOUNG HOMEMAKERS



87.7%
of all U.S. families
DO NOT BUY A **NEW CAR**
in any one year
BUT . . .
3 out of 5 **new cars** sold
are bought by
YOUNG HOMEMAKERS



90.7%
of all U.S. families
DO NOT BUY A
WASHING MACHINE
in any one year
BUT . . .
3 out of 5 **washing machines**
sold are bought by
YOUNG HOMEMAKERS



96.0%
of all U.S. families
DO NOT BUY A **HOME**
in any one year
BUT . . .
7 out of 10 **homes** sold
are bought by
YOUNG HOMEMAKERS



93.2%
of all U.S. families
DO NOT BUY A
REFRIGERATOR
in any one year
BUT . . .
3 out of 5 **refrigerators** sold
are bought by
YOUNG HOMEMAKERS



85.1%
of all U.S. families
DO NOT BUY A **TV SET**
in any one year
BUT . . .
3 out of 5 **TV sets** sold
are bought by
YOUNG HOMEMAKERS



SOURCE—Look-Politz Study, "Survey of U.S. Markets, 1956" Survey Research Center, University of Michigan, based on research for the Federal Reserve Board.

Faster Sales Turnover
in the "Must Buy Years"

A STREET AND SMITH PUBLICATION
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LIVING
FOR YOUNG HOMEMAKERS

Automotive Store Sales, 200 Leading Counties

SM Estimates, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	AUTOMOTIVE STORE SALES SM Est. (In thousands)	Rank In Group
Los Angeles, Cal.	Los Angeles	1,463,481	1
Cook, Ill.	Chicago	1,027,743	2
New York City (5 Counties), N. Y.	New York City	822,852	3
Wayne, Mich.	Detroit	795,960	4
Cuyahoga, Ohio	Cleveland	382,082	5
Philadelphia, Pa.	Philadelphia	351,350	6
St. Louis, Mo.	St. Louis	303,632	7
Allegheny, Pa.	Pittsburgh	299,349	8
Dallas, Tex.	Dallas	284,160	9
Harris, Tex.	Houston	270,113	10
Nassau, N. Y.	Hempstead Twp.	252,922	11
Dade, Fla.	Miami	249,417	12
Baltimore, Md.	Baltimore	233,604	13
Middlesex, Mass.	Cambridge	229,091	14
Milwaukee, Wisc.	Milwaukee	216,653	15
District of Columbia	Washington	213,498	16
Erie, N. Y.	Buffalo	206,378	17
Essex, N. J.	Newark	205,587	18
Hamilton, Ohio	Cincinnati	198,377	19
Alameda, Cal.	Oakland	189,969	20
San Diego, Cal.	San Diego	186,836	21
Marion, Ind.	Indianapolis	182,465	22
San Francisco, Cal.	San Francisco	174,592	23
Westchester, N. Y.	Yonkers	170,926	24
Hennepin, Minn.	Minneapolis	170,893	25
Jackson, Mo.	Kansas City	168,270	26
Fulton, Ga.	Atlanta	165,050	27
King, Wash.	Seattle	161,127	28
Suffolk, Mass.	Boston	157,931	29
Denver, Colo.	Denver	156,340	30
Oakland, Mich.	Pontiac	149,960	31
Franklin, Ohio	Columbus	147,888	32
Hartford, Conn.	Hartford	146,917	33
Fairfield, Conn.	Bridgeport	146,218	34
Shelby, Tenn.	Memphis	139,230	35
Tarrant, Tex.	Fort Worth	138,869	36
Jefferson, Ky.	Louisville	138,297	37
New Haven, Conn.	New Haven	137,838	38
Monroe, N. Y.	Rochester	129,785	39
Multnomah, Ore.	Portland	127,530	40
Jefferson, Ala.	Birmingham	127,476	41
Duval, Fla.	Jacksonville	127,173	42
Bergen, N. J.	Hackensack	125,880	43
Summit, Ohio	Akron	125,102	44
Montgomery, Ohio	Dayton	120,856	45
Providence, R. I.	Providence	116,557	46
Bexar, Tex.	San Antonio	113,006	47
Worcester, Mass.	Worcester	109,013	48
Orleans, La.	New Orleans	108,953	49
Lucas, Ohio	Toledo	106,808	50
Genesee, Mich.	Flint	106,412	51
Oklahoma, Okla.	Oklahoma City	105,329	52
Maricopa, Ariz.	Phoenix	104,615	53
Montgomery, Pa.	Lower Merion Township	102,922	54
Santa Clara, Cal.	San Jose	98,983	55
Union, N. J.	Elizabeth	96,610	56
Onondaga, N. Y.	Syracuse	95,351	57
Tulsa, Okla.	Tulsa	94,677	58
Suffolk, N. Y.	Patchogue	93,228	59
Lake, Ind.	Gary	91,885	60
Norfolk, Va.	Norfolk	90,768	61
Orange, Cal.	Santa Ana	90,311	62
Norfolk, Mass.	Quincy	89,704	63
Essex, Mass.	Lynn	87,466	64
Delaware, Pa.	Chester	86,398	65
Davidson, Tenn.	Nashville	86,378	66
Sedgwick, Kans.	Wichita	85,783	67
Passaic, N. J.	Paterson	85,029	68
Sacramento, Cal.	Sacramento	84,856	69
Douglas, Nebr.	Omaha	84,309	70
Hillsborough, Fla.	Tampa	83,100	71
Salt Lake, Utah	Salt Lake City	83,055	72
Hudson, N. J.	Jersey City	81,195	73
Hampden, Mass.	Springfield	80,299	74
Kent, Mich.	Grand Rapids	79,838	75
Stark, Ohio	Canton	79,048	76
San Bernardino, Cal.	San Bernardino	78,410	77
Polk, Iowa	Des Moines	78,236	78
Camden, N. J.	Camden	74,952	79
Ramsey, Minn.	St. Paul	74,435	80
San Mateo, Cal.	San Mateo	72,619	81
Contra Costa, Cal.	Richmond	70,486	82
Arlington, Va.	Alexandria	66,483	83
Middlesex, N. J.	New Brunswick	65,421	84
Pinellas, Fla.	St. Petersburg	64,898	85
Bristol, Mass.	New Bedford	63,939	86
Mahoning, Ohio	Youngstown	63,635	87
Broward, Fla.	Fort Lauderdale	62,586	88
Henrico, Va.	Richmond	62,542	89
Ingham, Mich.	Lansing	62,496	90
Macomb, Mich.	Mount Clemens	61,897	91
Bernalillo, N. M.	Albuquerque	60,122	92
Fresno, Cal.	Fresno	59,418	93
Mercer, N. J.	Trenton	58,180	94
Lancaster, Pa.	Lancaster	57,972	95
Mecklenberg, N. C.	Charlotte	57,278	96
Berks, Pa.	Reading	56,641	97
Kanawha, W. Va.	Charleston	56,233	98
Erie, Pa.	Erie	56,210	99
Spokane, Wash.	Spokane	56,004	100
Westmoreland, Pa.	Greensburg	55,800	101
Kern, Cal.	Bakersfield	55,446	102
Allen, Ind.	Fort Wayne	55,376	103
Pulaski, Ark.	Little Rock	55,235	104
Albany, N. Y.	Albany	55,112	105
San Joaquin, Cal.	Stockton	54,621	106
Montgomery, Md.	Rockville	54,605	107
Dauphin, Pa.	Harrisburg	54,403	108
Luzerne, Pa.	Wilkes-Barre	54,402	109
Guilford, N. C.	Greensboro	52,515	110
El Paso, Tex.	El Paso	52,508	111
Orange, Fla.	Orlando	52,182	112
Jefferson, Tex.	Beaumont	52,156	113
Mobile, Ala.	Mobile	52,059	114
St. Joseph, Ind.	South Bend	51,826	115
Peoria, Ill.	Peoria	51,206	116
Monmouth, N. J.	Asbury Park	51,097	117
Lake, Ill.	Waukegan	50,816	118
Pierce, Wash.	Tacoma	50,316	119
Nueces, Tex.	Corpus Christi	50,272	120
Knox, Tenn.	Knoxville	50,225	121
Saginaw, Mich.	Saginaw	49,741	122
Prince Georges, Md.	Hyattsville	49,242	123
Bucks, Pa.	Bristol	49,173	124
Caddo, La.	Shreveport	48,976	125
Riverside, Cal.	Riverside	48,692	126
East Baton Rouge, La.	Baton Rouge	48,676	127
York, Pa.	York	48,593	128
New Castle, Del.	Wilmington	48,540	129
Palm Beach, Fla.	West Palm Beach	47,033	130
Hamilton, Tenn.	Chattanooga	46,998	131
Winnebago, Ill.	Rockford	45,802	132
Wyandotte, Kans.	Kansas City	45,117	133
Madison, Ill.	Alton	44,874	134
St. Louis, Minn.	Duluth	44,796	135
Lorain, Ohio	Lorain	44,682	136
Kane, Ill.	Aurora	44,641	137
St. Clair, Ill.	East St. Louis	44,441	138
Lubbock, Tex.	Lubbock	44,301	139
Oneida, N. Y.	Utica	44,133	140
Potter, Tex.	Amarillo	43,818	141
Hinds, Miss.	Jackson	42,979	142
Niagara, N. Y.	Niagara Falls	42,878	143
Washington, Pa.	Washington	42,208	144
Lehigh, Pa.	Allentown	42,135	145
Broome, N. Y.	Binghamton	41,995	146
Dane, Wisc.	Madison	41,579	147
Orange, N. Y.	Newburgh	41,381	148
Butler, Ohio	Hamilton	40,569	149
Plymouth, Mass.	Brockton	40,397	150
Richland, S. C.	Columbia	39,824	151
Washtenaw, Mich.	Ann Arbor	39,718	152
Pima, Ariz.	Tucson	39,550	153
Du Page, Ill.	Elmhurst	39,468	154
Kalamazoo, Mich.	Kalamazoo	39,384	155
Wake, N. C.	Raleigh	39,192	156
Greenville, S. C.	Greenville	39,139	157
Escambia, Fla.	Pensacola	38,434	158
Montgomery, Ala.	Montgomery	38,301	159
Morris, N. J.	Morristown	38,247	160
Travis, Tex.	Austin	37,941	161
Trumbull, Ohio	Warren	37,528	162
Polk, Fla.	Lakeland	37,358	163
Newport News, Va.	Newport News	36,863	164
Chester, Pa.	West Chester	36,703	165
Lackawanna, Pa.	Scranton	36,324	166
Cumberland, Me.	Portland	36,286	167
Beaver, Pa.	Beaver Falls	35,866	168
Forsyth, N. C.	Winston-Salem	35,112	169
New London, Conn.	New London	34,527	170
McLennan, Tex.	Waco	33,463	171
Cambria, Pa.	Johnstown	33,291	172
Lane, Ore.	Eugene	33,176	173
Ventura, Cal.	Ventura	33,063	174
Hillsborough, N. H.	Manchester	32,300	175
Muskegon, Mich.	Muskegon	32,248	176
Macon, Ill.	Decatur	32,204	177
Stanislaus, Cal.	Modesto	32,074	178
Northampton, Pa.	Bethlehem	31,891	179
Chatham, Ga.	Savannah	31,879	180
Richmond, Ga.	Augusta	31,858	181
Woodbury, Iowa	Sioux City	31,689	182
Clark, Ohio	Springfield	31,833	183
Dutchess, N. Y.	Poughkeepsie	31,806	184
Shawnee, Kans.	Topeka	31,361	185
Rock Island, Ill.	Rock Island	31,328	186
Burlington, N. J.	Burlington	31,185	187
Sangamon, Ill.	Springfield	31,151	188
Roanoke, Va.	Roanoke	31,094	189
Wichita, Tex.	Wichita Falls	31,082	190
Muscogee, Ga.	Columbus	30,818	191
Schuylkill, Pa.	Pottsville	30,740	192
Charleston, S. C.	Charleston	30,445	193
Humboldt, Cal.	Eureka	30,188	194
Berrien, Mich.	Benton Harbor	30,088	195
Linn, Iowa	Cedar Rapids	29,966	196
Monterey, Cal.	Salinas	29,725	197
Jackson, Mich.	Jackson	29,725	197
Clark, Nev.	Las Vegas	29,695	199
Vanderburgh, Ind.	Evansville	29,257	200
Total Above Counties		20,468,813	
% of U. S. A.		59.9519	

Honolulu County, with Automotive Store Sales of $82,587 thousand, would rank 88 if included above.

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Gasoline Service Stations Sales, 200 Leading Counties

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Gasoline Service Stations Sales, 200 Leading Counties

SM Estimates, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	GASOLINE SERVICE STATION SALES SM Est. (In thousands)	Rank In Group
Los Angeles, Cal.	Los Angeles	587,305	1
Cook, Ill.	Chicago	313,792	2
New York City (5 Counties), N. Y.	New York City	245,902	3
Wayne, Mich.	Detroit	232,710	4
Cuyahoga, Ohio	Cleveland	120,031	5
St. Louis, Mo.	St. Louis	113,750	6
Milwaukee, Wisc.	Milwaukee	101,923	7
Allegheny, Pa.	Pittsburgh	98,056	8
Harris, Tex.	Houston	96,675	9
Nassau, N. Y.	Hempstead Township	86,957	10
Baltimore, Md.	Baltimore	83,244	11
Philadelphia, Pa.	Philadelphia	83,101	12
Alameda, Cal.	Oakland	80,432	13
Dade, Fla.	Miami	79,796	14
San Diego, Cal.	San Diego	77,128	15
King, Wash.	Seattle	74,285	16
Dallas, Tex.	Dallas	71,983	17
Erie, N. Y.	Buffalo	68,320	18
Middlesex, Mass.	Cambridge	67,605	19
District of Columbia	Washington	64,783	20
Hamilton, Ohio	Cincinnati	61,980	21
Hennepin, Minn.	Minneapolis	59,595	22
Marion, Ind.	Indianapolis	58,203	23
Franklin, Ohio	Columbus	57,131	24
Bergen, N. J.	Hackensack	55,218	25
Westchester, N. Y.	Yonkers	54,359	26
Oakland, Mich.	Pontiac	54,142	27
San Bernardino, Cal.	San Bernardino	54,023	28
San Francisco, Cal.	San Francisco	52,429	29
Hartford, Conn.	Hartford	52,136	30
Santa Clara, Cal.	San Jose	51,636	31
Maricopa, Ariz.	Phoenix	49,147	32
Essex, N. J.	Newark	49,019	33
Orange, Cal.	Santa Ana	48,449	34
Fulton, Ga.	Atlanta	47,370	35
New Haven, Conn.	New Haven	47,013	36
Fairfield, Conn.	Bridgeport	46,182	37
Multnomah, Ore.	Portland	44,375	38
Jackson, Mo.	Kansas City	44,322	39
Orleans, La.	New Orleans	42,956	40
Lucas, Ohio	Toledo	42,793	41
Summit, Ohio	Akron	42,247	42
Denver, Colo.	Denver	41,911	43
Bexar, Tex.	San Antonio	41,626	44
Sacramento, Cal.	Sacramento	41,278	45
Worcester, Mass.	Worcester	41,053	46
Montgomery, Ohio	Dayton	40,993	47
Shelby, Tenn.	Memphis	40,278	48
Suffolk, Mass.	Boston	40,127	49
Tarrant, Tex.	Fort Worth	39,582	50
Lake, Ind.	Gary	39,570	51
Jefferson, Ky.	Louisville	37,947	52
Providence, R. I.	Providence	37,670	53
San Mateo, Cal.	San Mateo	37,389	54
Essex, Mass.	Lynn	36,884	55
Contra Costa, Cal.	Richmond	36,851	56
Oklahoma, Okla.	Oklahoma City	35,763	57
Riverside, Cal.	Riverside	35,219	58
Genesee, Mich.	Flint	34,990	59
Monroe, N. Y.	Rochester	34,328	60
Jefferson, Ala.	Birmingham	34,061	61
Kern, Cal.	Bakersfield	33,991	62
Montgomery, Pa.	Lower Merion Township	33,772	63
Salt Lake, Utah	Salt Lake City	31,887	64
Davidson, Tenn.	Nashville	33,172	65
Suffolk, N. Y.	Patchogue	33,024	66
Fresno, Cal.	Fresno	32,673	67
Union, N. J.	Elizabeth	32,632	68
Kent, Mich.	Grand Rapids	32,181	69
Ramsey, Minn.	St. Paul	30,878	70
Delaware, Pa.	Chester	30,789	71
Duval, Fla.	Jacksonville	30,055	72
Hudson, N. J.	Jersey City	29,461	73
Stark, Ohio	Canton	28,458	74
Macomb, Mich.	Mount Clemens	28,412	75
Norfolk, Va.	Norfolk	28,279	76
Camden, N. J.	Camden	28,198	77
Mecklenburg, N. C.	Charlotte	27,651	78
Sedgwick, Kans.	Wichita	27,360	79
Tulsa, Okla.	Tulsa	27,307	80
Henrico, Va.	Richmond	26,836	81
Norfolk, Mass.	Quincy	26,247	82
Prince Georges, Md.	Hyattsville	25,978	83
Onondaga, N. Y.	Syracuse	25,917	84
Polk, Iowa	Des Moines	25,796	85
Hillsborough, Fla.	Tampa	25,459	86
Mahoning, Ohio	Youngstown	24,516	87
Middlesex, N. J.	New Brunswick	24,378	88
Hampden, Mass.	Springfield	23,704	89
Pinellas, Fla.	St. Petersburg	23,511	90
Douglas, Nebr.	Omaha	23,443	91
Pierce, Wash.	Tacoma	23,349	92
Bernalillo, N. M.	Albuquerque	23,328	93
Lake, Ill.	Waukegan	23,275	94
Bristol, Mass.	New Bedford	23,268	95
New Castle, Del.	Wilmington	22,467	96
Westmoreland, Pa.	Greensburg	22,441	97
Passaic, N. J.	Paterson	22,006	98
San Joaquin, Cal.	Stockton	21,893	99
Mercer, N. J.	Trenton	21,672	100
Pima, Ariz.	Tucson	21,613	101
Hamilton, Tenn.	Chattanooga	21,569	102
Guilford, N. C.	Greensboro	21,091	103
Arlington, Va.	Alexandria	20,963	104
Spokane, Wash.	Spokane	20,950	105
Monterey, Cal.	Salinas	20,910	106
Montgomery, Md.	Rockville	20,694	107
Knox, Tenn.	Knoxville	20,661	108
Ingham, Mich.	Lansing	20,583	109
Orange, Fla.	Orlando	19,861	110
Monmouth, N. J.	Asbury Park	19,769	111
Jefferson, Tex.	Beaumont	19,555	112
Broward, Fla.	Fort Lauderdale	19,217	113
Nueces, Tex.	Corpus Christi	19,048	114
St. Joseph, Ind.	South Bend	18,837	115
Allen, Ind.	Fort Wayne	18,797	116
Lancaster, Pa.	Lancaster	18,658	117
Luzerne, Pa.	Wilkes-Barre	18,239	118
Kanawha, W. Va.	Charleston	18,188	119
St. Clair, Ill.	East St. Louis	18,144	120
Madison, Ill.	Alton	18,141	121
East Baton Rouge, La.	Baton Rouge	18,128	122
Oneida, N. Y.	Utica	17,748	123
Clark, Nev.	Las Vegas	17,462	124
El Paso, Tex.	El Paso	17,199	125
Du Page, Ill.	Elmhurst	17,171	126
Trumbull, Ohio	Warren	17,093	127
Pulaski, Ark.	Little Rock	17,026	128
Peoria, Ill.	Peoria	16,984	129
Palm Beach, Fla.	West Palm Beach	16,913	130
Albany, N. Y.	Albany	16,893	131
Mobile, Ala.	Mobile	16,844	132
Greenville, S. C.	Greenville	16,790	133
Erie, Pa.	Erie	16,678	134
Bucks, Pa.	Bristol	16,671	135
Niagara, N. Y.	Niagara Falls	16,657	136
Berks, Pa.	Reading	16,596	137
Dauphin, Pa.	Harrisburg	16,254	138
St. Louis, Minn.	Duluth	16,251	139
Kane, Ill.	Aurora	16,232	140
Winnebago, Ill.	Rockford	16,207	141
York, Pa.	York	16,091	142
Lane, Ore.	Eugene	16,077	143
Sonoma, Cal.	Santa Rosa	15,829	144
Will, Ill.	Joliet	15,796	145
Caddo, La.	Shreveport	15,796	146
Morris, N. J.	Morristown	15,651	147
Ventura, Cal.	Ventura	15,636	148
Stanislaus, Cal.	Modesto	15,621	149
Dane, Wisc.	Madison	15,583	150
Burlington, N. J.	Burlington	15,510	151
Vanderburgh, Ind.	Evansville	15,329	152
Plymouth, Mass.	Brockton	15,324	153
Lorain, Ohio	Lorain	15,238	154
Lehigh, Pa.	Allentown	15,220	155
Broome, N. Y.	Binghamton	15,005	156
Wake, N. C.	Raleigh	14,938	157
El Paso, Colo.	Colorado Springs	14,681	158
Sangamon, Ill.	Springfield	14,629	159
Washtenaw, Mich.	Ann Arbor	14,612	160
De Kalb, Ga.	Decatur	14,349	161
Fairfax, Va.	Falls Church	14,300	162
Calhoun, Mich.	Battle Creek	14,278	163
Polk, Fla.	Lakeland	14,242	164
Butler, Ohio	Hamilton	14,149	165
Humboldt, Cal.	Eureka	14,143	166
Chatham, Ga.	Savannah	14,137	167
New London, Conn.	New London	14,097	168
Solano, Cal.	Vallejo	14,047	169
Richland, S. C.	Columbia	14,047	169
Cumberland, Me.	Portland	13,920	171
Saginaw, Mich.	Saginaw	13,918	172
Anne Arundel, Md.	Annapolis	13,848	173
Washington, Pa.	Washington	13,640	174
Hinds, Miss.	Jackson	13,579	175
Kalamazoo, Mich.	Kalamazoo	13,548	176
Hillsborough, N. H.	Manchester	13,488	177
Berrien, Mich.	Benton Harbor	13,477	178
Travis, Tex.	Austin	13,476	179
Potter, Tex.	Amarillo	13,373	180
Santa Barbara, Cal.	Santa Barbara	13,280	181
Charleston, S. C.	Charleston	13,242	182
Forsyth, N. C.	Winston-Salem	13,120	183
Chester, Pa.	West Chester	13,087	184
Columbiana, Ohio	East Liverpool	13,083	185
Lake, Ohio	Painesville	12,957	186
Newport News, Va.	Newport News	12,787	187
Muskegon, Mich.	Muskegon	12,590	188
Wyandotte, Kans.	Kansas City	12,529	189
Calcasieu, La.	Lake Charles	12,525	190
Beaver, Pa.	Beaver Falls	12,508	191
Shawnee, Kans.	Topeka	12,315	192
Lubbock, Tex.	Lubbock	12,270	193
Marin, Cal.	San Rafael	12,235	194
Clark, Ohio	Springfield	12,206	195
Tulare, Cal.	Visalia	12,162	196
Lancaster, Nebr.	Lincoln	12,107	197
Marion, Ore.	Salem	12,092	198
Lackawanna, Pa.	Scranton	12,048	199
Muscogee, Ga.	Columbus	12,023	200
Total Above Counties		7,226,681	
% of U. S. A.		55.6952	

Honolulu County with Gasoline Service Station Sales of $26,000 thousand would rank 81 if included above.

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Lumber—Building—Hardware Store Sales, 200 Leading Counties

SM Estimates, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	LUMB., BLDG. MATLS., HDWRE. STORE SALES SM Est. (In thousands)	Rank in Group
Los Angeles, Cal.	Los Angeles	403,122	1
Cook, Ill.	Chicago	283,128	2
New York City (5 Counties), N. Y.	New York City	239,745	3
Wayne, Mich.	Detroit	177,306	4
Nassau, N. Y.	Hempstead Township	113,879	5
Cuyahoga, Ohio	Cleveland	99,494	6
Dade, Fla.	Miami	97,769	7
Harris, Tex.	Houston	91,179	8
St. Louis, Mo.	St. Louis	89,718	9
Allegheny, Pa.	Pittsburgh	88,007	10
Philadelphia, Pa.	Philadelphia	77,906	11
Erie, N. Y.	Buffalo	73,436	12
Dallas, Tex.	Dallas	72,009	13
Baltimore, Md.	Baltimore	71,500	14
Middlesex, Mass.	Cambridge	71,448	15
Hennepin, Minn.	Minneapolis	70,842	16
Fairfield, Conn.	Bridgeport	69,767	17
Suffolk, N. Y.	Patchogue	66,388	18
Milwaukee, Wisc.	Milwaukee	63,752	19
Jackson, Mo.	Kansas City	61,749	20
Hamilton, Ohio	Cincinnati	60,352	21
San Diego, Cal.	San Diego	56,509	22
King, Wash.	Seattle	56,084	23
Franklin, Ohio	Columbus	54,850	24
Fulton, Ga.	Atlanta	52,534	25
Maricopa, Ariz.	Phoenix	52,291	26
Union, N. J.	Elizabeth	51,668	27
Bergen, N. J.	Hackensack	51,536	28
Oakland, Mich.	Pontiac	50,574	29
Summit, Ohio	Akron	49,130	30
Marion, Ind.	Indianapolis	48,668	31
New Haven, Conn.	New Haven	47,338	32
Santa Clara, Cal.	San Jose	45,246	33
Hartford, Conn.	Hartford	44,873	34
Westchester, N. Y.	Yonkers	44,531	35
Alameda, Cal.	Oakland	44,353	36
Sacramento, Cal.	Sacramento	43,039	37
Orange, Cal.	Santa Ana	42,233	38
Essex, N. J.	Newark	42,125	39
Worcester, Mass.	Worcester	40,311	40
Hampden, Mass.	Springfield	39,847	41
Fresno, Cal.	Fresno	38,996	42
Monroe, N. Y.	Rochester	38,594	43
Multnomah, Ore.	Portland	38,569	44
Denver, Colo.	Denver	38,274	45
Genesee, Mich.	Flint	38,222	46
Jefferson, Ky.	Louisville	38,191	47
Lake, Ind.	Gary	38,174	48
Tarrant, Tex.	Fort Worth	38,169	49
San Bernardino, Cal.	San Bernardino	36,916	50
San Mateo, Cal.	San Mateo	36,514	51
Pinellas, Fla.	St. Petersburg	36,406	52
Norfolk, Mass.	Quincy	36,327	53
Suffolk, Mass.	Boston	36,008	54
Sedgwick, Kans.	Wichita	35,504	55
Kent, Mich.	Grand Rapids	35,484	56
Providence, R. I.	Providence	35,439	57
Macomb, Mich.	Mount Clemens	35,186	58
Oklahoma, Okla.	Oklahoma City	34,998	59
Tulsa, Okla.	Tulsa	34,897	60
Passaic, N. J.	Paterson	33,823	61
Montgomery, Ohio	Dayton	33,822	62
Orleans, La.	New Orleans	33,668	63
Bexar, Tex.	San Antonio	33,161	64
Montgomery, Pa.	L. Merion Twp.	33,119	65
Shelby, Tenn.	Memphis	33,012	66
Essex, Mass.	Lynn	32,682	67
District of Columbia	Washington	32,553	68
Kern, Cal.	Bakersfield	31,492	69
Lucas, Ohio	Toledo	30,693	70
Douglas, Nebr.	Omaha	30,275	71
Stark, Ohio	Canton	29,385	72
Dane, Wisc.	Madison	28,654	73
Delaware, Pa.	Chester	28,450	74
Onondaga, N. Y.	Syracuse	28,059	75
San Joaquin, Cal.	Stockton	27,736	76
Du Page, Ill.	Elmhurst	26,740	77
Mahoning, Ohio	Youngstown	26,193	78
Salt Lake, Utah	Salt Lake City	25,954	79
Contra Costa, Cal.	Richmond	25,866	80
Lake, Ill.	Waukegan	25,691	81
Ramsey, Minn.	St. Paul	25,601	82
Winnebago, Ill.	Rockford	25,560	83
Davidson, Tenn.	Nashville	25,374	84
Duval, Fla.	Jacksonville	25,321	85
Butler, Ohio	Hamilton	25,213	86
Niagara, N. Y.	Niagara Falls	25,100	87
Nueces, Tex.	Corpus Christi	24,758	88
Riverside, Cal.	Riverside	24,706	89
Montgomery, Md.	Rockville	24,704	90
Lake, Ohio	Painesville	24,636	91
Monmouth, N. J.	Asbury Park	24,336	92
San Francisco, Cal.	San Francisco	24,213	93
Stanislaus, Cal.	Modesto	23,918	94
Pima, Ariz.	Tucson	23,494	95
Lubbock, Tex.	Lubbock	23,410	96
Bucks, Pa.	Bristol	23,243	97
Ingham, Mich.	Lansing	23,175	98
Camden, N. J.	Camden	23,037	99
Hudson, N. J.	Jersey City	22,881	100
Jefferson, Ala.	Birmingham	22,736	101
Polk, Iowa	Des Moines	22,428	102
Middlesex, N. J.	New Brunswick	22,364	103
Hillsborough, Fla.	Tampa	22,200	104
Broward, Fla.	Fort Lauderdale	21,310	105
Westmoreland, Pa.	Greensburg	21,298	106
Lancaster, Pa.	Lancaster	21,260	107
Prince Georges, Md.	Hyattsville	21,173	108
Tulare, Cal.	Visalia	21,114	109
Bristol, Mass.	New Bedford	20,963	110
Mercer, N. J.	Trenton	20,918	111
Orange, Fla.	Orlando	20,712	112
Erie, Pa.	Erie	20,454	113
El Paso, Colo.	Colorado Springs	20,230	114
Oneida, N. Y.	Utica	19,967	115
St. Joseph, Ind.	South Bend	19,868	116
Jefferson, Tex.	Beaumont	19,368	117
Berrien, Mich.	Benton Harbor	19,253	118
Spokane, Wash.	Spokane	19,245	119
East Baton Rouge, La.	Baton Rouge	19,234	120
Madison, Ill.	Alton	19,195	121
Sonoma, Cal.	Santa Rosa	19,178	122
Mecklenberg, N. C.	Charlotte	19,167	123
York, Pa.	York	19,161	124
Hamilton, Tenn.	Chattanooga	19,072	125
Yakima, Wash.	Yakima	19,007	126
Morris, N. J.	Morristown	18,979	127
New Castle, Del.	Wilmington	18,970	128
Kane, Ill.	Aurora	18,881	129
Kalamazoo, Mich.	Kalamazoo	18,821	130
Berks, Pa.	Reading	18,624	131
Lorain, Ohio	Lorain	18,424	132
Chester, Pa.	West Chester	18,321	133
Henrico, Va.	Richmond	18,250	134
Pierce, Wash.	Tacoma	18,182	135
Knox, Tenn.	Knoxville	17,934	136
Cass, N. D.	Fargo	17,928	137
Caddo, La.	Shreveport	17,885	138
Saginaw, Mich.	Saginaw	17,748	139
Guilford, N. C.	Greensboro	17,731	140
Sangamon, Ill.	Springfield	17,638	141
Bernalillo, N. M.	Albuquerque	17,519	142
St. Clair, Ill.	East St. Louis	17,514	143
El Paso, Tex.	El Paso	17,328	144
Linn, Iowa	Cedar Rapids	17,311	145
Norfolk, Va.	Norfolk	17,005	146
Trumbull, Ohio	Warren	16,923	147
Plymouth, Mass.	Brockton	16,871	148
Travis, Tex.	Austin	16,839	149
Santa Barbara, Cal.	Santa Barbara	16,830	150
Arlington, Va.	Alexandria	16,713	151
Allen, Ind.	Fort Wayne	16,187	152
Will, Ill.	Joliet	16,094	153
Luzerne, Pa.	Wilkes-Barre	15,794	154
Washington, Pa.	Washington	15,731	155
Peoria, Ill.	Peoria	15,613	156
Orange, N. Y.	Newburgh	15,521	157
Woodbury, Iowa	Sioux City	15,227	158
Palm Beach, Fla.	West Palm Beach	15,198	159
Kanawha, W. Va.	Charleston	15,136	160
Racine, Wisc.	Racine	15,121	161
Waukesha, Wisc.	Waukesha	14,783	162
Charleston, S. C.	Charleston	14,754	163
Lancaster, Nebr.	Lincoln	14,712	164
Humboldt, Cal.	Eureka	14,592	165
Black Hawk, Iowa	Waterloo	14,481	166
Pulaski, Ark.	Little Rock	14,462	167
Northampton, Pa.	Bethlehem	14,248	168
Litchfield, Conn.	Torrington	14,242	169
Butte, Cal.	Chico	14,239	170
Mobile, Ala.	Mobile	14,083	171
La Salle, Ill.	Streator	14,051	172
St. Louis, Minn.	Duluth	14,033	173
Champaign, Ill.	Champaign	14,012	174
Albany, N. Y.	Albany	13,963	175
Rock, Wisc.	Beloit	13,928	176
Lehigh, Pa.	Allentown	13,902	177
New London, Conn.	New London	13,814	178
Monterey, Cal.	Salinas	13,761	179
Greenville, S. C.	Greenville	13,748	180
Calcasieu, La.	Lake Charles	13,693	181
Washtenaw, Mich.	Ann Arbor	13,554	182
Imperial, Cal.	El Centro	13,487	183
Dauphin, Pa.	Harrisburg	13,446	184
Lane, Ore.	Eugene	13,407	185
Polk, Fla.	Lakeland	13,405	186
Muskegon, Mich.	Muskegon	13,383	187
Jefferson, Ohio	Steubenville	13,317	188
Cumberland, N. J.	Bridgeton	13,284	189
McHenry, Ill.	Woodstock	13,222	190
Clay, Mo.	N. Kansas City	13,095	191
Scott, Iowa	Davenport	13,029	192
Snohomish, Wash.	Everett	13,012	193
Elkhart, Ind.	Elkhart	12,988	194
Broome, N. Y.	Binghamton	12,960	195
Schenectady, N. Y.	Schenectady	12,922	196
Ulster, N. Y.	Kingston	12,914	197
Ventura, Cal.	Ventura	12,868	198
Shawnee, Kans.	Topeka	12,613	199
Wyandotte, Kans.	Kansas City	12,594	200
Total Above Counties		6,866,160	
% of U. S. A.		49.2850	



The men who read—



are the men who

buy the best — buy

the most in

Hardware and

Building Supply

stores

86.7% of PM's readers own their homes

72.1% of PM's readers have complete home workshops

POPULAR MECHANICS

. . . THE No. 1 MAGAZINE FOR SELLING PRODUCTS SOLD IN HARDWARE and BUILDING SUPPLY STORES

Drug Store Sales, 200 Leading Counties

SM Estimates, 1956, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	DRUG STORE SALES SM Est. (in thousands)	Rank in Group
Los Angeles, Cal.	Los Angeles	255,917	1
New York City (5 Counties), N. Y.	New York City	259,534	2
Cook, Ill.	Chicago	232,693	3
Wayne, Mich.	Detroit	165,747	4
Cuyahoga, Ohio	Cleveland	85,930	5
Philadelphia, Pa.	Philadelphia	82,391	6
Baltimore, Md.	Baltimore	70,808	7
St. Louis, Mo.	St. Louis	66,307	8
Allegheny, Pa.	Pittsburgh	65,833	9
District of Columbia	Washington	62,844	10
Dade, Fla.	Miami	51,868	11
Jackson, Mo.	Kansas City	51,477	12
Harris, Tex.	Houston	45,828	13
Suffolk, Mass.	Boston	44,524	14
Marion, Ind.	Indianapolis	43,829	15
Middlesex, Mass.	Cambridge	42,316	16
Alameda, Cal.	Oakland	41,853	17
Denver, Colo.	Denver	40,670	18
Dallas, Tex.	Dallas	39,505	19
Milwaukee, Wisc.	Milwaukee	39,005	20
Nassau, N. Y.	Hempstead Township	38,581	21
Erie, N. Y.	Buffalo	38,247	22
Hennepin, Minn.	Minneapolis	37,379	23
Hamilton, Ohio	Cincinnati	37,380	24
King, Wash.	Seattle	36,655	25
San Francisco, Cal.	San Francisco	35,843	26
Orleans, La.	New Orleans	33,917	27
Hartford, Conn.	Hartford	33,059	28
Essex, N. J.	Newark	32,542	29
San Diego, Cal.	San Diego	32,461	30
Franklin, Ohio	Columbus	30,988	31
Fulton, Ga.	Atlanta	30,706	32
Jefferson, Ky.	Louisville	30,536	33
Fairfield, Conn.	Bridgeport	28,916	34
New Haven, Conn.	New Haven	28,448	35
Oakland, Mich.	Pontiac	27,062	36
Providence, R. I.	Providence	26,260	37
Tarrant, Tex.	Fort Worth	25,277	38
Westchester, N. Y.	Yonkers	25,152	39
Montgomery, Ohio	Dayton	23,203	40
Maricopa, Ariz.	Phoenix	23,105	41
Lucas, Ohio	Toledo	23,037	42
Kent, Mich.	Grand Rapids	21,902	43
Santa Clara, Cal.	San Jose	21,354	44
Monroe, N. Y.	Rochester	21,278	45
Bergen, N. J.	Hackensack	21,119	46
Summit, Ohio	Akron	21,119	46
Oklahoma, Okla.	Oklahoma City	21,076	48
Essex, Mass.	Lynn	21,015	49
Worcester, Mass.	Worcester	20,540	50
Shelby, Tenn.	Memphis	20,149	51
Duval, Fla.	Jacksonville	18,968	52
Multnomah, Ore.	Portland	18,797	53
Ramsey, Minn.	St. Paul	18,605	54
Orange, Cal.	Santa Ana	18,566	55
Sacramento, Cal.	Sacramento	18,340	56
Bexar, Tex.	San Antonio	18,162	57
Genesee, Mich.	Flint	18,111	58
Delaware, Pa.	Chester	17,960	59
Hudson, N. J.	Jersey City	17,801	60
Hampden, Mass.	Springfield	17,787	61
Arlington, Va.	Alexandria	17,370	62
Norfolk, Va.	Norfolk	17,196	63
Salt Lake, Utah	Salt Lake City	17,176	64
Jefferson, Ala.	Birmingham	16,902	65
Norfolk, Mass.	Quincy	16,887	66
San Mateo, Cal.	San Mateo	16,849	67
Montgomery, Pa.	L. Merion Twp.	16,782	68
Lake, Ind.	Gary	16,688	69
Union, N. J.	Elizabeth	16,440	70
Hillsborough, Fla.	Tampa	15,947	71
Sedgwick, Kans.	Wichita	15,797	72
Fresno, Cal.	Fresno	15,289	73
Henrico, Va.	Richmond	15,251	74
Douglas, Nebr.	Omaha	15,047	75
Tulsa, Okla.	Tulsa	14,982	76
San Bernardino, Cal.	San Bernardino	13,852	77
Onondaga, N. Y.	Syracuse	13,678	78
Mecklenberg, N. C.	Charlotte	13,628	79
Suffolk, N. Y.	Patchogue	13,624	80
Broward, Fla.	Fort Lauderdale	13,555	81
Bristol, Mass.	New Bedford	13,362	82
Pinellas, Fla.	St. Petersburg	13,294	83
Prince Georges, Md.	Hyattsville	12,971	84
Passaic, N. J.	Paterson	12,882	85
Contra Costa, Cal.	Richmond	12,877	86
Polk, Iowa	Des Moines	12,588	87
Mobile, Ala.	Mobile	12,460	88
Davidson, Tenn.	Nashville	12,369	89
New Castle, Del.	Wilmington	12,097	90
Stark, Ohio	Canton	11,680	91
Montgomery, Md.	Rockville	11,652	92
Pierce, Wash.	Tacoma	11,030	93
Washoe, Nev.	Reno	10,862	94
Spokane, Wash.	Spokane	10,741	95
Mahoning, Ohio	Youngstown	10,640	96
Riverside, Cal.	Riverside	10,558	97
Dane, Wisc.	Madison	10,463	98
Macomb, Mich.	Mount Clemens	10,334	99
Kern, Cal.	Bakersfield	10,221	100
Bernalillo, N. M.	Albuquerque	10,212	101
Ingham, Mich.	Lansing	9,930	102
Lake, Ill.	Waukegan	9,719	103
Camden, N. J.	Camden	9,761	104
Pima, Ariz.	Tucson	9,558	105
East Baton Rouge, La.	Baton Rouge	9,399	106
Jefferson, Tex.	Beaumont	9,362	107
Dauphin, Pa.	Harrisburg	9,345	108
San Joaquin, Cal.	Stockton	9,297	109
Monmouth, N. J.	Asbury Park	9,231	110
Guilford, N. C.	Greensboro	9,217	111
Caddo, La.	Shreveport	9,210	112
Kane, Ill.	Aurora	9,200	113
Cumberland, Me.	Portland	9,128	114
El Paso, Tex.	El Paso	9,001	115
St. Joseph, Ind.	South Bend	8,945	116
Middlesex, N. J.	New Brunswick	8,883	117
Pulaski, Ark.	Little Rock	8,811	118
Peoria, Ill.	Peoria	8,803	119
Plymouth, Mass.	Brockton	8,796	120
Palm Beach, Fla.	West Palm Beach	8,741	121
Knox, Tenn.	Knoxville	8,641	122
Allen, Ind.	Fort Wayne	8,636	123
Du Page, Ill.	Elmhurst	8,613	124
Albany, N. Y.	Albany	8,592	125
Kalamazoo, Mich.	Kalamazoo	8,488	126
Kanawha, W. Va.	Charleston	8,461	127
Mercer, N. J.	Trenton	8,448	128
Washtenaw, Mich.	Ann Arbor	8,131	129
Westmoreland, Pa.	Greensburg	8,086	130
Winnebago, Ill.	Rockford	8,081	131
Orange, Fla.	Orlando	8,058	132
Atlantic, N. J.	Atlantic City	8,034	133
Vanderburgh, Ind.	Evansville	7,877	134
Hamilton, Tenn.	Chattanooga	7,848	135
Nueces, Tex.	Corpus Christi	7,626	136
Saginaw, Mich.	Saginaw	7,734	137
Oneida, N. Y.	Utica	7,562	138
St. Louis, Minn.	Duluth	7,425	139
Wyandotte, Kans.	Kansas City	7,414	140
Luzerne, Pa.	Wilkes-Barre	7,404	141
Niagara, N. Y.	Niagara Falls	7,379	142
Sangamon, Ill.	Springfield	7,361	143
Erie, Pa.	Erie	7,153	144
Berrien, Mich.	Benton Harbor	7,137	145
De Kalb, Ga.	Decatur	7,112	146
El Paso, Colo.	Colorado Springs	7,065	147
Broome, N. Y.	Binghamton	7,041	148
Travis, Tex.	Austin	6,878	149
Berks, Pa.	Reading	6,764	150
Madison, Ill.	Alton	6,755	151
St. Clair, Ill.	East St. Louis	6,699	152
Muskegon, Mich.	Muskegon	6,665	153
Stanislaus, Cal.	Modesto	6,641	154
Charleston, S. C.	Charleston	6,635	155
Bucks, Pa.	Bristol	6,608	156
Volusia, Fla.	Daytona Beach	6,589	157
Clark, Nev.	Las Vegas	6,571	158
Northampton, Pa.	Bethlehem	6,561	159
Lorain, Ohio	Lorain	6,446	160
Wake, N. C.	Raleigh	6,438	161
McLennan, Tex.	Waco	6,418	162
Lancaster, Nebr.	Lincoln	6,349	163
Will, Ill.	Joliet	6,345	164
Forsyth, N. C.	Winston-Salem	6,329	165
Trumbull, Ohio	Warren	6,320	166
Greenville, S. C.	Greenville	6,304	167
Roanoke, Va.	Roanoke	6,303	168
Sonoma, Cal.	Santa Rosa	6,296	169
Hinds, Miss.	Jackson	6,233	170
Lackawanna, Pa.	Scranton	6,203	171
Lehigh, Pa.	Allentown	6,174	172
Lancaster, Pa.	Lancaster	6,167	173
Linn, Iowa	Cedar Rapids	6,166	174
Potter, Tex.	Amarillo	6,072	175
Buncombe, N. C.	Asheville	6,039	176
Morris, N. J.	Morristown	6,035	177
Calhoun, Mich.	Battle Creek	6,035	177
Shawnee, Kans.	Topeka	5,998	179
Monterey, Cal.	Salinas	5,951	180
Chatham, Ga.	Savannah	5,852	181
Santa Barbara, Cal.	Santa Barbara	5,827	182
Jackson, Mich.	Jackson	5,819	183
Newport News, Va.	Newport News	5,782	184
Fairfax, Va.	Falls Church	5,753	185
Galveston, Tex.	Galveston	5,740	186
Rock Island, Ill.	Rock Island	5,712	187
Beaver, Pa.	Beaver Falls	5,705	188
Butler, Ohio	Hamilton	5,681	189
Greene, Mo.	Springfield	5,681	189
Chester, Pa.	West Chester	5,614	191
Polk, Fla.	Lakeland	5,600	192
New London, Conn.	New London	5,575	193
Buchanan, Mo.	St. Joseph	5,553	194
Clark, Ohio	Springfield	5,538	195
Schenectady, N. Y.	Schenectady	5,526	196
Scott, Iowa	Davenport	5,490	197
Clay, Mo.	N. Kansas City	5,484	198
Ventura, Cal.	Ventura	5,474	199
Richland, S. C.	Columbia	5,418	200
Total Above Counties		4,111,651	
% of U. S. A.		68.7881	

Honolulu County with Drug Store Sales of $13,258 thousand, would rank 84 if included above.

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A GRAIN (OR MORE) OF SALT

Everyone you talk to in media talks about PLUS MERCHANDISING that goes with their service. And from years of getting the short end of the stick you've sprinkled their promises generously from that box of salt you keep hidden in your desk.

THROW THE SALT AWAY, when KEYSTONE BROADCASTING SYSTEM makes the promise, because we don't rate grains of salt. We get buckets of appreciation from our advertisers—not for idly given promises of plus merchandising but for DELIVERING WAY BEYOND THE PROMISE and for EXTRA SALES ACTUALLY MADE by our radio station affiliates who GET OUT AND WORK when they get a campaign through KEYSTONE!

And the Keystone audience of rich Hometown and Rural America represents a LIVE market that is the backbone of the U.S. consumer index . . . 90 million loyal Keystone listeners—available to you through the **920** Keystone affiliates.

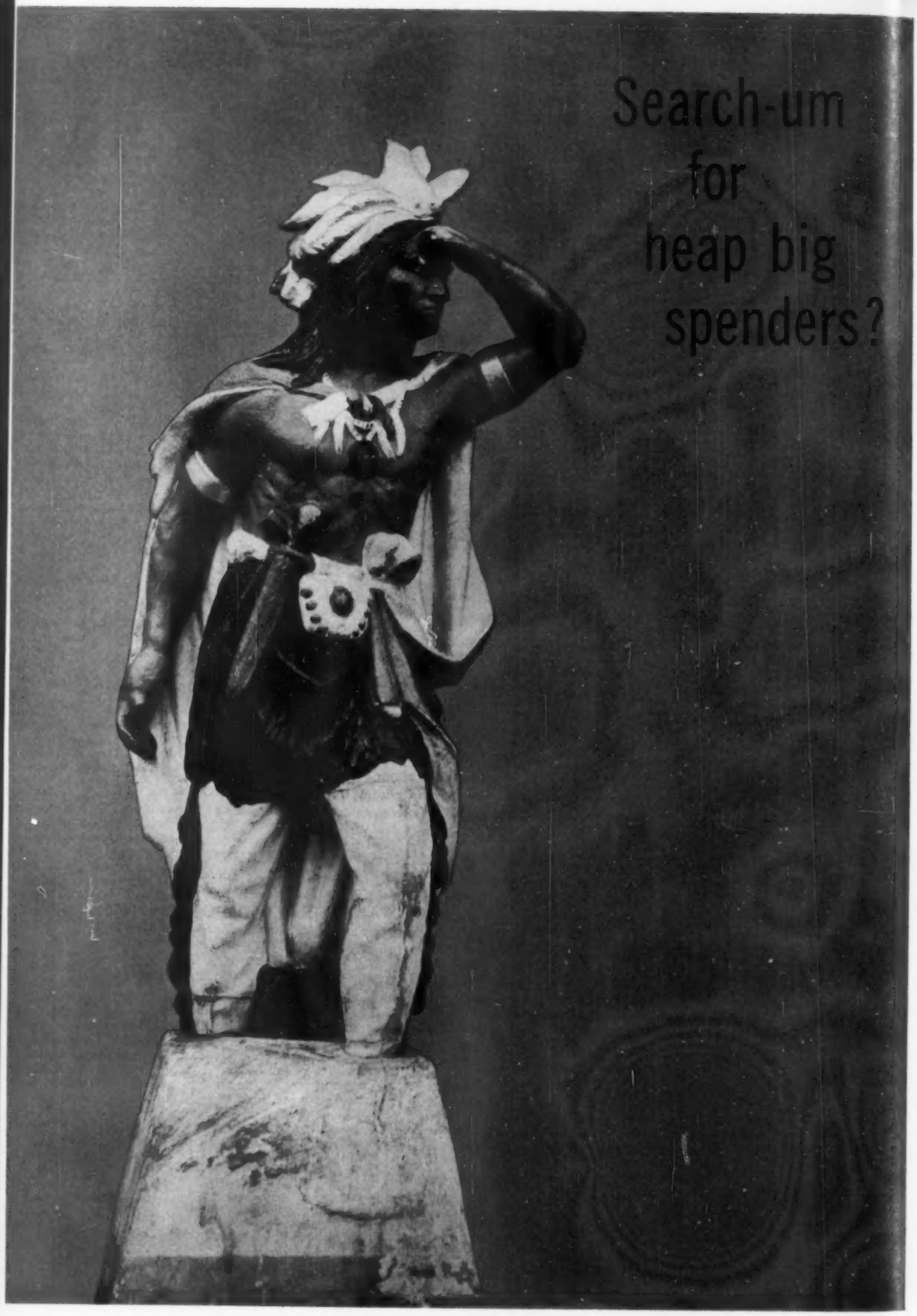
Now look! We're either joshing or we're loaded for you with marketing and sales-making ammunition you need. Why don't you ask us to come in and let you see for yourself. Call us!

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KBS
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- **TAKE YOUR CHOICE.** A handful of stations or the network . . . a minute or a full hour—it's up to you, your needs.
- **MORE FOR YOUR DOLLAR.** No premium cost for individualized programming. Network coverage for less than some "spot" costs.
- **ONE ORDER DOES THE JOB.** All bookkeeping and details are done by Keystone, yet the best time and place are chosen for you.


Search-um
for
heap big
spenders?

They're in the
BLUE GROUND OF SALES!

Marketing plans that overlook the power of the Blue Ground of Sales are as dated as the wooden fellow on the left.

For this Blue Ground accounts for two-thirds of the nation's families in only one-eighth of the nation's counties. Prosperous Blue Ground families control nearly 3 out of every 4 dollars of effective buying income!

Economically, the Blue Ground represents:

80.8% all super market sales	79.8% all general merchandise store sales
70.9% all grocery store sales	71.4% all new car sales
74.6% all drug store sales	80.2% all automatic washer sales
76.8% all furniture, household, radio store sales	75.1% all refrigerator sales
	72.2% all retail sales

Sources: Sales Management • NEMA • AHLMA • R. L. POLK • The American Weekly, Market Research Div.

The American Weekly penetrates the vital Blue Ground areas more deeply than any general weekly magazine... lays down a greater percentage of its circulation in the Blue Ground than *any magazine in print*. Its huge audience of over 10 million families could easily absorb the entire output of most industries.

They spend over $9 billion for food...own and operate 9 million cars. And over 6 million of them own the dwellings they occupy.

Want the whole Blue Ground story? The man from The American Weekly is the man to see. Call him for a powwow today and write for the free reports listed below:

BLUEPRINTS FOR INCREASING SALES

Surveying for Buying Power – an up-to-the-minute analysis of Blue Ground buying potential.

Super Highways to Sales – a county-by-county evaluation of supermarket strength.

New Measures of Super Markets – and **Who's Who in Grocery Stores** – weigh individual store importance in 109 cities.

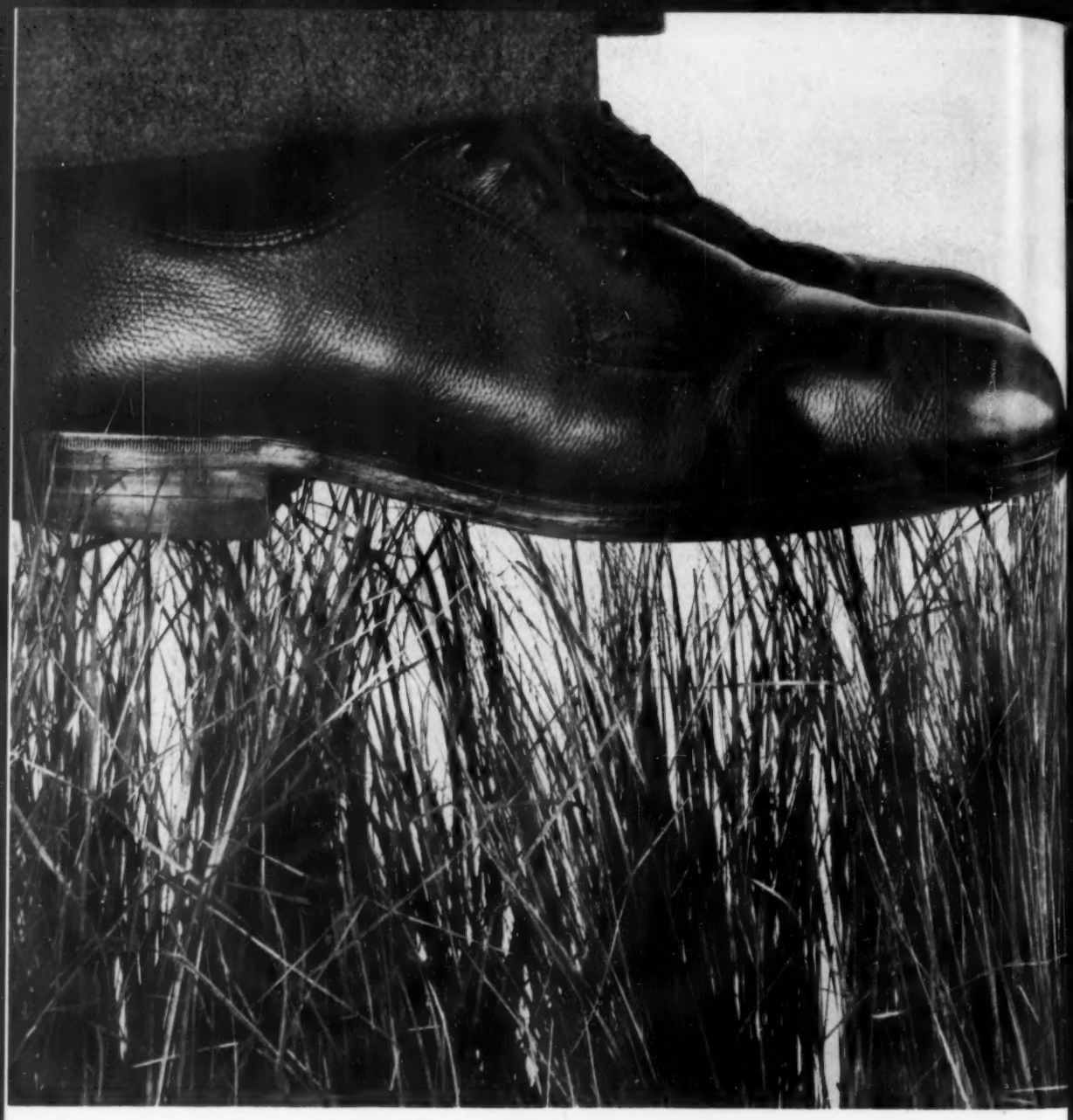
Super Market County Map of U. S. – shows relative worth of all counties according to super market concentration.

The Anatomy of the Family Market – personal characteristics and household possessions of American Weekly families.

The AMERICAN WEEKLY *serving more than 10 million families*

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ATLANTA • BOSTON • CHICAGO • CLEVELAND • DETROIT • LOS ANGELES • SAN FRANCISCO



Don't let any grass grow under your feet in the suburbs!

Woman's Day has the suburban concentration to help you move ahead

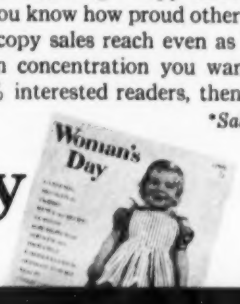
In the 22 metropolitan markets* grossing over a billion dollars in sales, WOMAN'S DAY gives you a higher percentage of suburban circulation than any of the other three senior women's service books!

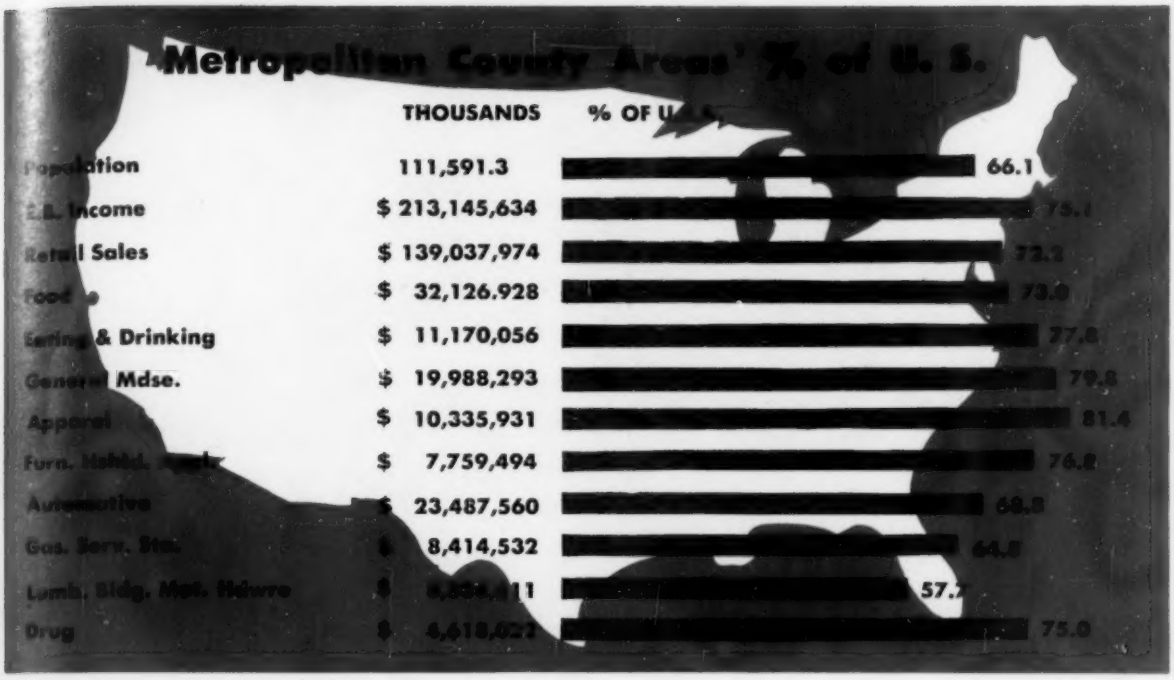
You can see why when you look at WOMAN'S DAY's unique method of distribution. WOMAN'S DAY is sold only in the A&P to A&P shoppers. As the A&P opens supermarket after supermarket in the suburbs, WOMAN'S DAY *moves into the new neighborhood too.*

(Incidentally, it's 100% single-copy sales—cash on the barrelhead—and you know how proud other magazines are when their single-copy sales reach even as high as 50%.) So if it's suburban concentration you want, and a concentration of 100% interested readers, then it's WOMAN'S DAY you want.

**Sales Management*

Woman's Day
the A&P magazine





Metropolitan County Areas Section

SALES MANAGEMENT recognizes 168 standard metropolitan county areas, corresponding to the official number recognized by the Federal Government. In the past year the following changes have been made by the Federal Committee on Metropolitan Areas:

a. Santa Barbara and West Palm Beach, which had been included in the SALES MANAGEMENT list of "potential" metropolitan areas, are now officially designated as "standard" metropolitan areas.

b. Clayton County, Ga., is now part of the Atlanta area.

c. Waukesha County, Wisc., is now part of the Milwaukee area.

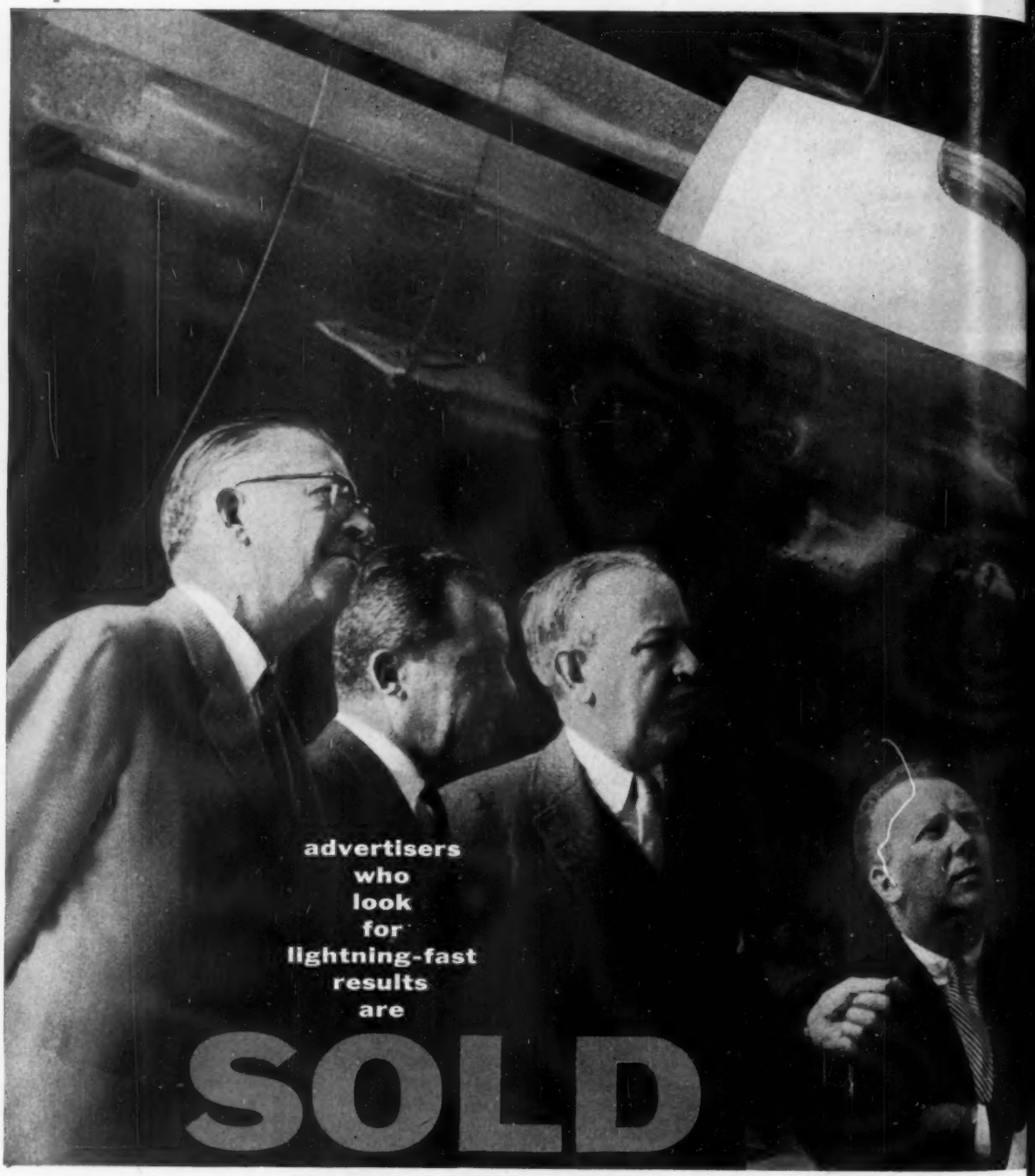
Finally we have added two new "potential" areas – Beloit-Janesville, Wisc. and Mason City, Iowa and have added Washington County, Tenn., to the Bristol area and Polk County, Ore., to the Salem area. Our total count of areas, both standard and potential, now comes to 262.

When the Government first issued its list of standard metropolitan areas, it will be recalled that 168 separate area designations were provided for. In the official set of 168 area definitions, all areas consist of one or more entire counties, except in New England, where the area definitions are based on groups of townships. SALES MANAGEMENT believed that the Government's decision to define the metropolitan areas of New England in terms of townships, rather than counties, would prove to be unwise because the lack of statistical data for townships would not permit comparisons with other areas. Accordingly, SALES MANAGEMENT'S New England area definitions follow county lines, although conforming as closely as possible to the "township" areas recognized by the Federal Committee on Standard Metropolitan Areas. In this decision we have been joined by most marketing men and agencies, including the J. Walter Thompson Company.

The general concept adopted by the Federal Committee and followed by SALES MANAGEMENT is one of an integrated economic unit with a large volume of daily travel and communication between the central city and the outlying parts of the area. The following principles were adopted as a guide in applying this general concept to the definition of individual areas:

1. Each standard metropolitan area must include at least one city of 50,000 or more. Areas may cross state lines.
2. Where two cities of 50,000 or over are within 20 miles of each other, they are ordinarily included in the same area.
3. Each county included in the standard metropolitan area has either 10,000 non-agricultural workers or 10% of the non-agricultural workers in the area; or more than one-half of the county's population must be included in the "metropolitan district," as defined by the Bureau of the Census. In addition, non-agricultural workers must constitute at least two-thirds of the total employed labor force of the county.
4. Each county included in the standard metropolitan area must be economically and socially integrated with the central counties of the area. A county is regarded as integrated if (a) 15% of the workers living in the county work in the central county of the area, or (b) if 25% of those working in the county live in the central county of the area, or (c) if telephone calls from the countyto the central county of the area average more than four calls per subscriber per month. Where satisfactory data are lacking, considerable reliance is necessarily placed on informed local opinion.

However, in some cases, this may also be a matter of controversy. In defining the Norfolk-Portsmouth area the Government decided to exclude



Capital Airlines and its agency, Lewis Edwin Ryan, r
Sold on Spot as a basic advertising medium.

To get its fast-growing Viscount service off and wi
ing in a new market, Capital Airlines relies on Sp
Radio. Ten days before a new Viscount flight sched
goes into operation, Capital opens full blast with
six-week saturation schedule. A hard-hitting, ye
round campaign follows, precision-timed to reach t
businessman who must travel. Early in the morni
late in the afternoon, early *and* late in the even
Spot *sells* the businessman on the economy, luxury a
speed of Capital's Viscount flights.

Sells? In July, 1955, Capital inaugurated a new Visco



Left to right:
Sam Hunsaker, Acct. Exec., Lewis Edwin Ryan Adv.;
Joel S. Daniels, Jr., Adv. Mgr., Capital Airlines;
James W. Austin, V.P., in charge of Sales & Traffic, Capital Airlines;
William J. Green, Director Radio-TV, Lewis Edwin Ryan Adv.;
Marty Pollins, Radio Sales Representative, NBC Spot Sales

ervice between Washington and Chicago. By October, 1956, they had *tripled* the service and zoomed *from less than 20% to more than a 50% share of a greatly-expanded market!* In Washington, and in Chicago, as in every on-line city served by NBC Spot Sales, Capital uses NBC Spot Sales-represented stations.

Here's how James W. Austin, Capital's Vice-President in charge of Sales and Traffic, sums it up:

"Capital's problem is to sell seats and to sell them right now, to cover the market completely and to provide the flexibility we need in each market. Spot Radio is a 'must' in our advertising program."

If you're looking for lightning-fast results for *your* product or service, look to . . .

NBC SPOT SALES

representing these leadership stations

HARTFORD-NEW BRITAIN—WNBC
NEW YORK—WRCA, WRCA-TV
SCHENECTADY-ALBANY-TROY—WRGB
PHILADELPHIA—WRCV, WRCV-TV
WASHINGTON—WRC, WRC-TV
MIAMI—WCKT
BUFFALO—WBUF
CLEVELAND—WHK
LOUISVILLE—WAVE, WAVE-TV
CHICAGO—WMAQ, WNBQ
ST. LOUIS—KSD, KSD-TV
DENVER—KOA, KOA-TV
SEATTLE-TACOMA—KOMO, KOMO-TV
LOS ANGELES—KRCA
PORTLAND, ORE.—KPTV
SAN FRANCISCO—KNBC
HONOLULU—KGU, KONA-TV

Newport News on the ground that there was insufficient traffic across the James River to justify its inclusion in the larger area. However, for certain marketing purposes, such as radio coverage, Newport News would be regarded as belonging to the area.

For all areas SALES MANAGEMENT has followed the Government criterion of including in each area the county containing the central city (or cities) and any other contiguous county considered by the Government authorities to be closely integrated with that city. SALES MANAGEMENT has applied this principle even in the case of 18 New England areas which the Government, yielding to local pressures, defined in terms of townships despite the obvious marketing difficulties this would create. To do this, it was necessary to consolidate these 18 New England township areas into twelve areas along county lines. This reduced the 168 officially recognized areas to 162 standard metropolitan *county* areas. The 18 areas are: Boston, Bridgeport, Brockton, Fall River, Hartford, Lawrence, Lowell, Manchester, New Bedford, New Britain-Bristol, New Haven, Pittsfield, Portland (Me.), Providence, Springfield-Holyoke, Stamford-Norwalk, Waterbury and Worcester.

That the use of such township definitions would be impractical and unrealistic was demonstrated following 1940 when 'Metropolitan Districts" were set up by the Bureau of the Census but not used by sales organizations because of difficulties in assembling sales and other data for such minute geographical units. Consequently, SALES MANAGEMENT has stuck to county boundary lines, and the areas mentioned above are defined in terms of whole counties.

The Government now recognizes Hampton-Newport News-Warwick as a separate standard metropolitan area, and we follow suit. In this connection, it should be noted that the inclusion of Hampton and Warwick in the title reflects the changed status of Elizabeth City and Warwick. In 1952 these two counties and part of the Newport News area became the independent cities of Hampton and Warwick. Thus we now have three independent cities grouped into a single metropolitan area. It is necessary to assign these cities to a county so that the Virginia county totals will be additive to the state totals. So we include the three cities in "Newport News" county, which is legally non-existent.

The 96 Potential Metropolitan County Areas

The metropolitan area concept is particularly useful to marketing men because it focuses attention on a relatively small number of areas which account for the bulk of trading activity.

Promotion budgets frequently are too small to permit blanket coverage of all areas of the nation. Concentration on the 166 standard metropolitan areas, however, will account for nearly two-thirds of the national retail total. The same principle can be applied to cover additional smaller market centers, which, without involving too great an increase in the number of areas to receive separate attention, can step up the extent of retail coverage to any required degree.

The editors of SALES MANAGEMENT have long been aware that the heavy emphasis given to the standard metro politan areas, while beyond doubt well warranted, frequently involved a dis-service to those smaller but rapidly developing market centers which failed in 1950 to meet the requirements for inclusion in the official list of standard metropolitan areas.

In former years, the editors of SALES MANAGEMENT decided to pick out those areas whose central city had a population total somewhat below the 50,000 mark set by the Census Bureau as necessary for a metropolitan area designation. Such areas were called "potential" areas and we listed them with the standard areas for the consideration of those who wished to work with a more extensive metropolitan area concept. However, such a decision always raises the question that the population of the central city is by no means the only, or even the most important characteristic of a metropolitan market area. There are many market areas whose retail sales exceed that of some of the officially designated metropolitan areas. Following this line of thought, we decidede to examine all marketing centers which, by virtue of either population or retail sales activity, could qualify for inclusion in a list of important market areas having many of the characteristics of metropolitan areas. In all, we have come up with 96 such areas, which, by and large, have a central city with a population over 35,000 and serving an area of at least 60,000 persons with an annual retail sales total of about $75 million. In some cases we used this criterion realistically rather than too rigidly. Nevertheless, we commend these new potential areas to those who wish to apply the metropolitan area concept on a more detailed level. It is interesting to note that eight of these areas are now accepted by the Federal Committee on Metropolitan Areas as "Standard" metropolitan areas. The "potential" areas are assigned area numbers from 169 to 262 so that in the following alphabetic sequences they may be readily distinguished from the standard metropolitan areas.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study *both* the *Survey* data and the advertisements.

Few marketers make the most of their successes; too many pay too much for their failures

Faith and enthusiasm are commendable qualities in any marketing executive. But think how much more *assured* your action, if you add up-to-the-minute, *authoritative* facts on merchandise movement.

Then, not a day is lost in expanding profit-making strategies. Long before competition can move, you're on your way.

Conversely, you don't sacrifice a moment in correcting unforeseen weaknesses. And, when plans are inherently off course, you *don't* pour money into limbo.

Take the gingery matter of introducing a new product. Surely, the frightful casualty toll is known to marketing executives. *Nine out of 10 new products sink into oblivion.* Then why are new products so alluring to the American business man?

We *know* the enticement is there: half our activity involves tailor made store audits on new product introduction. The explanation goes beyond the fortune to be won when you capture the fancy of America's millions.

It's simply this: there is, in marketing, no middle ground between survival and extinction. It's create—promote—consolidate. You can't stand still. You progress—or perish.

And the same, uncompromising demands weave a net of peril around the marketer's destiny, if his product is already on the shelves of America's stores: there's never a holiday from the public's love 'em and leave 'em predilection.

Gentlemen, beware of time!

When you introduce a new product, new package, new merchandising program . . . change advertising theme, or switch advertising media . . . you're racing the clock. You *must* have information on merchandise movement. The very fastest you can buy. But also, the most *authoritative*. To 210 leading marketers and advertising agencies, coast to coast, that dual stipulation means Selling Research.

What's summed up in this stamp of approval?

Unrestricted choice of test markets. In the United States, any of 206 key markets. In Canada, 18. Plus: any other test market you require. And: any sales territory, regional district, or metropolitan county area.

A wealth of experience in national store audits. We treat your audit with the respect our reputation imposes. Our field auditors number 515. They're skilled. Responsible. Yet even *their* work is validated. Travelling supervisors work side by side with auditors, or spot check the day after audit. And, regional supervisors continuously confirm audit calls and procedures.

The key stores. Selling Research offers you the stores whose sales mean significance, in measuring merchandise movement. In the United States alone, 8,545 *vital* chain and independent units. *You* approve the panel selection.

Most important, SPEED. Within 7 days of receipt of your order, your audit is in operation. Within 10 days of completion of field work, the validated report is in your hands.

You know, for your own product—and for competing lines you specify—everything you want to know. Consumer sales – weekly, bi-weekly, monthly. Purchases. Average sales per store. Inventories. Package size division. Share of market. Average retail price. Seasonal trends. Merchandising activities. Everything!

If Selling Research national audits are so helpful in test marketing, think how perfect for month-after-month, *continuing data* requirements—in trend or projectable form, in total market product audits. For *any* merchandise category.

Gone are the shattering surprises. The undetected trends. The devastating erosion that spells woe for stragglers.

* * *

Keeping up with tomorrow's challenge is mainly a matter of keeping ahead of today's developments. Selling Research is your indispensable source for the facts that *count*. May we tell you all the details?

Selling Research, Inc.

96 LIBERTY STREET **NEW YORK 6, N. Y.**

In tailor made store audit . . . in projectable data, national trend data, total market product audit, too . . . your FASTEST reports on merchandise movement come from Selling Research

GROCERY • APPLIANCE • SOFT GOODS • CONFECTIONERY • HARDWARE • AUTOMOTIVE DRUG • JEWELRY • VARIETY STORE • LIQUOR • STATIONERY • DEPARTMENT STORE

Summary of Data for Metropolitan County Areas

See explanation of "Metropolitan County Areas," pages 123, 126

	AREA AND DEFINITION	POPULATION ESTIMATES 1/1/57				EFFECTIVE BUYING INCOME ESTIMATES—1956			
		Total (thousands)	% of U. S. A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U. S. A.	Per Capita	Per Family
169.	Abilene (Taylor Co., Tex.)	81.8	.0483	23.8	65.2	137,442	.0485	1,684	5,778
1.	Akron (Summit Co., Ohio)	484.0	.2867	145.2	407.9	937,119	.3302	1,936	6,464
2.	Albany-Schenectady-Troy (Albany, Rensselaer and Schenectady Cos., N. Y.)	561.9	.3328	176.4	449.8	1,007,210	.3550	1,793	5,710
3.	Albuquerque (Bernalillo Co., N. M.)	218.8	.1296	61.4	168.3	372,795	.1314	1,704	6,072
170.	Alexandria (Rapides Parish, La.)	107.8	.0639	29.1	49.1	124,042	.0437	1,151	4,263
4.	Allentown-Bethlehem-Easton (Warren Co., N. J.; Lehigh and Northampton Cos., Pa.)	451.9	.2676	131.0	337.1	818,341	.2883	1,811	6,247
5.	Altoona (Blair Co., Pa.)	135.4	.0802	39.7	100.3	195,490	.0689	1,444	4,924
6.	Amarillo (Potter and Randall Cos., Tex.)	139.8	.0827	43.6	129.7	283,119	.0998	2,025	6,494
	Anaconda, Mont. (See Butte-Anaconda)								
171.	Anderson (Madison Co., Ind.)	117.4	.0695	36.9	72.3	207,603	.0732	1,768	5,626
172.	Ann Arbor (Washtenaw Co., Mich.)	159.8	.0946	42.6	52.3	286,191	.1008	1,791	6,718
173.	Anniston (Calhoun Co., Ala.)	90.9	.0533	23.5	49.3	107,000	.0377	1,189	4,535
174.	Appleton (Outagamie Co., Wisc.)	90.8	.0537	25.2	58.4	144,709	.0510	1,597	5,742
7.	Asheville (Buncombe Co., N. C.)	134.0	.0794	35.9	63.9	182,172	.0642	1,359	5,074
	Ashland, Ky. (See Huntington-Ashland)								
8.	Atlanta (Clayton, Cobb, De Kalb and Fulton Cos., Ga.)	843.7	.4997	241.4	654.3	1,574,793	.5549	1,867	6,524
9.	Atlantic City (Atlantic Co., N. J.)	142.8	.0846	44.8	124.3	250,991	.0884	1,758	5,602
	Auburn, Me. (See Lewiston-Auburn)								
175.	Auburn (Cayuga Co., N. Y.)	72.8	.0431	21.5	37.5	102,236	.0360	1,404	4,755
10.	Augusta (Richmond Co., Ga.; Aiken Co., S. C.)	265.8	.1574	71.0	153.4	358,459	.1262	1,349	5,049
11.	Austin (Travis Co., Tex.)	193.8	.1148	51.4	186.5	300,915	.1060	1,553	5,854
176.	Bakersfield (Kern Co., Cal.)	268.9	.1593	79.9	173.9	488,930	.1723	1,818	6,119
12.	Baltimore (Ann Arundel, Baltimore City and Baltimore Cos., Md.)	1533.9	.9087	432.9	1307.1	2,560,610	.9023	1,669	5,915
177.	Bangor (Penobscot Co., Me.)	110.7	.0656	29.7	63.6	158,509	.0559	1,432	5,337
13.	Baton Rouge (East Baton Rouge Parish, La.)	220.5	.1307	61.4	189.1	383,022	.1350	1,737	6,238
178.	Battle Creek (Calhoun Co., Mich.)	142.3	.0843	41.7	105.5	242,513	.0855	1,704	5,816
14.	Bay City (Bay Co., Mich.)	100.3	.0594	28.7	63.6	154,431	.0544	1,540	5,381
	Beacon, N. Y. (See Poughkeepsie-Newburgh-Beacon)								
15.	Beaumont-Port Arthur (Jefferson Co., Tex.)	229.5	.1359	67.2	208.5	398,318	.1404	1,736	5,927
179.	Bellingham (Whatcom Co., Wash.)	72.2	.0428	24.1	36.2	110,484	.0389	1,530	4,583
180.	Beloit-Janesville (Rock Co., Wisc.)	102.3	.0606	31.1	73.9	188,552	.0664	1,843	6,063
	Bethlehem, Pa. (See Allentown-Bethlehem-Easton)								
181.	Billings (Yellowstone Co., Mont.)	70.7	.0419	23.2	45.7	128,247	.0451	1,814	5,529
182.	Biloxi-Gulfport (Harrison Co., Miss.)	112.9	.0669	29.5	102.4	183,694	.0577	1,450	4,549
16.	Binghamton (Broome Co., N. Y.)	201.8	.1195	60.4	156.6	340,397	.1199	1,687	5,636
17.	Birmingham (Jefferson Co., Ala.)	615.6	.3647	174.2	504.5	971,355	.3422	1,578	5,576
183.	Bloomington (McLean Co., Ill.)	83.6	.0495	26.0	47.5	154,048	.0542	1,843	5,925
184.	Boise (Ada and Canyon Cos., Idaho)	140.3	.0832	42.8	87.6	200,182	.0705	1,427	4,677
18.	Boston (Essex, Middlesex, Norfolk and Suffolk Cos., Mass.)	2991.6	1.7722	863.2	2737.9	5,813,848	2.0486	1,943	6,735
19.	Bridgeport-Stamford-Norwalk (Fairfield Co., Conn.)	595.9	.3530	174.6	514.3	1,488,720	.5245	2,498	8,526
185.	Bremerton (Kitsap Co., Wash.)	88.9	.0527	29.1	35.3	149,777	.0528	1,685	5,147
186.	Bristol-Johnson City-Kingsport (Sullivan and Washington Cos., Tenn.; Washington Co.; Bristol Independent City, Va.)	230.8	.1366	68.9	116.3	284,974	.1004	1,235	4,138
20.	Brockton (Plymouth Co., Mass.)	218.5	.1294	67.0	119.7	360,473	.1270	1,650	5,380
187.	Brownsville-Harlingen-McAllen (Cameron and Hidalgo Cos., Tex.)	372.2	.2205	88.2	227.4	372,211	.1311	1,000	4,220
21.	Buffalo (Erie and Niagra Cos., N. Y.)	1264.3	.7490	372.5	1065.6	2,126,367	.7500	1,683	5,714
188.	Burlington (Chittenden Co., Vt.)	67.0	.0397	17.8	47.3	98,844	.0348	1,475	5,553
189.	Butte-Anaconda (Deer Lodge and Silver Bow Cos., Mont.)	75.9	.0450	25.7	55.8	130,476	.0459	1,719	5,077
22.	Canton (Stark Co., Ohio)	316.8	.1876	93.0	230.7	563,705	.1986	1,779	6,061
23.	Cedar Rapids (Linn Co., Iowa)	116.9	.0692	37.4	88.8	212,620	.0749	1,819	5,685
190.	Champaign-Urbana (Champaign Co., Ill.)	125.4	.0743	33.2	84.5	261,794	.0923	2,088	7,885
24.	Charleston (Charleston Co., S. C.)	194.0	.1149	53.0	138.4	247,844	.0873	1,278	4,676
25.	Charleston (Fayette and Kanawha Cos., W. Va.)	326.7	.1935	87.6	156.4	507,394	.1788	1,553	5,792
26.	Charlotte (Mecklenberg Co., N. C.)	235.9	.1398	63.3	166.8	416,878	.1469	1,767	6,586
27.	Chattanooga (Walker Co., Ga.; Hamilton Co., Tenn.)	279.3	.1655	80.2	185.8	398,256	.1403	1,426	4,966
191.	Cheyenne (Laramie Co., Wye.)	59.8	.0354	17.0	39.5	109,537	.0386	1,832	6,443
28.	Chicago (Cook, Du Page, Kane, Lake and Will Cos., Ill.; Lake Co., Ind.)	6183.0	3.6629	1897.8	5879.8	14,250,993	5.0214	2,305	7,509
29.	Cincinnati (Campbell and Kenton Cos., Ky.; Hamilton Co., Ohio)	1036.7	.6141	328.5	929.3	1,989,047	.7006	1,919	6,055
192.	Clarksburg (Harrison Co., W. Va.)	80.3	.0476	22.7	36.3	122,149	.0431	1,521	5,381
30.	Cleveland (Cuyahoga and Lake Cos., Ohio)	1666.0	.9869	501.7	1579.3	3,848,216	1.3560	2,310	7,670
93.	Colorado Springs (El Paso Co., Colo.)	113.3	.0671	37.1	82.0	179,797	.0634	1,587	4,846
31.	Columbia (Richland Co., S. C.)	173.6	.1028	44.1	131.6	254,032	.0895	1,463	5,760
32.	Columbus (Russell Co., Ala.; Chattahoochee and Muscogee Cos., Ga.)	234.1	.1387	61.7	143.1	379,416	.1337	1,621	7,339
33.	Columbus (Franklin Co., Ohio)	621.9	.3684	184.7	543.3	1,347,551	.4748	2,167	7,296
34.	Corpus Christi (Nueces Co., Tex.)	249.7	.1479	66.6	202.5	390,215	.1375	1,563	5,859
94.	Cumberland (Allegany Co., Md.)	94.9	.0562	27.2	51.3	114,159	.0402	1,203	4,197
35.	Dallas (Dallas Co., Tex.)	823.9	.4881	252.8	814.7	1,639,673	.5778	1,990	6,486
95.	Danville (Vermillon Co., Ill.)	91.6	.0542	29.2	56.3	157,639	.0555	1,723	5,398
96.	Danville (Pittsylvania Co., and Danville Independent City, Va.)	111.0	.0658	27.6	52.7	127,814	.0450	1,151	4,648
36.	Davenport-Rock Island-Moline (Rock Island Co., Ill.; Scott Co., Iowa)	282.2	.1563	80.5	212.6	494,275	.1741	1,885	6,140

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Before using these figures, read foreword, page 11.



The best location for serving and selling the growing markets of the South is Birmingham.

Birmingham is the central city of the South where industrial development is booming and buying power soaring. It is nearer to all other major cities of the South than any other city. It has the finest in transportation—rail, truck and water.



Birmingham is also a buying center. Its close-by trade territory is being enriched by the steady influx of new industries, and growth of existing plants. News headlines shown above tell the story of a few of many industries that have located or expanded in the State since the first of this year.

Many companies have increased sales, cut delivery cost and established closer contacts with customers by placing warehouses, service facilities and sales offices in this central Southern city.

* * * * * * * * *

Our Committee invites you to investigate the opportunities for greater sales and better service to your Company's customers by locating a facility in this strategic center of a rich market that is growing bigger every month. Write or call this Committee or any of the undersigned for confidential information.

BIRMINGHAM COMMITTEE OF 100

1914 Sixth Ave., N., Birmingham, Ala.

Executive Committee

James E. Folsom
Governor of Alabama

John S. Coleman
President
Birmingham Trust National Bank

Donald Comer
Chairman Exec. Comm.
Avondale Mills

R. Hugh Daniel
President
Daniel Construction Co.

William P. Engel
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Sterne, Agee & Leach

John E. Urquhart
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Woodward Iron Co.

A. V. Wiebel
President
Tenn. Coal & Iron Div.
United States Steel Corp.

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 123, 126

	AREA AND DEFINITION	POPULATION ESTIMATES SM 1/1/57				EFFECTIVE BUYING INCOME ESTIMATES—1956 SM			
		Total (thousands)	% of U. S. A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U. S. A.	Per Capita	Per Family
37.	Dayton (Greene and Montgomery Cos., Ohio)	537.6	.3185	158.8	441.6	1,137,800	.4009	2,116	7,165
197.	Daytona Beach (Volusia Co., Fla.)	96.3	.0571	31.4	68.6	143,415	.0506	1,489	4,567
38.	Decatur (Macon Co., Ill.)	112.6	.0667	36.0	85.9	208,295	.0734	1,850	5,786
39.	Denver (Adams, Araphoe, Denver and Jefferson Cos., Colo.)	756.4	.4480	239.0	660.2	1,358,157	.4786	1,796	5,683
40.	Des Moines (Polk Co., Iowa)	253.7	.1503	82.2	223.1	491,976	.1734	1,939	5,985
41.	Detroit (Macomb, Oakland and Wayne Cos., Mich.)	3625.9	2.1480	1039.7	3318.6	7,596,374	2.6767	2,096	7,306
42.	Dubuque (Dubuque Co., Iowa)	76.6	.0453	20.5	56.5	124,289	.0438	1,623	6,063
43.	Duluth-Superior (St. Louis Co., Minn.; Douglas Co., Wisc.)	267.2	.1583	82.1	203.1	426,158	.1502	1,595	5,191
44.	Durham (Durham Co., N. C.)	113.8	.0674	29.5	82.5	179,026	.0631	1,573	6,069
	Easton, Pa. (See Allentown-Bethlehem-Easton)								
198.	Eau Claire (Chippewa and Eau Claire Cos., Wisc.)	104.3	.0617	29.3	54.3	151,331	.0534	1,451	5,165
45.	El Paso (El Paso Co., Tex.)	292.8	.1734	70.9	269.3	456,799	.1610	1,560	6,443
199.	Elkhart (Elkhart Co., Ind.)	95.5	.0565	29.9	59.7	183,350	.0646	1,920	6,132
200.	Elmira (Chemung Co., N. Y.)	96.4	.0571	29.7	69.5	150,497	.0530	1,561	5,067
	Elyria, Ohio (See Lorain-Elyria)								
201.	Enid (Garfield Co., Okla.)	50.9	.0301	15.8	41.2	82,699	.0291	1,625	5,234
46.	Erie (Erie Co., Pa.)	236.1	.1399	68.7	184.1	424,907	.1497	1,800	6,186
202.	Eugene (Lane Co., Ore.)	157.4	.0932	49.4	63.0	259,041	.0913	1,646	5,244
47.	Evansville (Vanderburgh Co., Ind.; Henderson Co., Ky.)	215.9	.1279	66.9	179.8	365,254	.1287	1,692	5,460
203.	Everett (Snohomish Co., Wash.)	137.6	.0815	45.9	58.5	223,021	.0786	1,621	4,859
48.	Fall River-New Bedford (Bristol Co, Mass.)	396.0	.2346	119.9	345.5	615,386	.2168	1,554	5,132
204.	Fargo (Cass Co., N. D.)	68.0	.0403	19.2	46.4	113,566	.0400	1,670	5,915
205.	Fayetteville (Cumberland Co., N. C.)	134.6	.0798	27.6	51.1	176,447	.0622	1,311	6,393
49.	Flint (Genesee Co., Mich.)	342.5	.2029	100.9	255.0	674,580	.2377	1,970	6,686
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Colbert and Lauderdale Cos., Ala.)	100.7	.0596	26.4	49.2	117,088	.0412	1,163	4,435
207.	Fort Lauderdale (Broward Co., Fla.)	206.3	.1222	63.8	126.5	346,946	.1223	1,682	5,438
50.	Fort Smith (Sebastian Co., Ark.)	67.7	.0401	21.0	58.8	95,381	.0336	1,409	4,542
51.	Fort Wayne (Allen Co., Ind.)	210.1	.1244	65.2	160.8	423,759	.1494	2,017	6,499
52.	Fort Worth (Tarrant Co., Tex.)	535.0	.3170	162.9	455.0	941,061	.3318	1,759	5,777
53.	Fresno (Fresno Co., Cal.)	325.5	.1928	99.3	188.5	543,927	.1917	1,671	5,478
54.	Gadsden (Etowah Co., Ala.)	103.3	.0612	26.0	72.5	131,570	.0464	1,274	4,890
208.	Galesburg (Knox Co., Ill.)	55.5	.0328	18.1	37.0	98,514	.0347	1,775	5,443
55.	Galveston (Galveston Co., Tex.)	123.3	.0730	36.5	119.9	208,693	.0735	1,693	5,718
209.	Gastonia (Gaston Co., N. C.)	125.5	.0743	31.8	69.1	162,219	.0571	1,293	5,101
56.	Grand Rapids (Kent Co., Mich.)	330.3	.1957	100.9	259.4	600,473	.2116	1,818	5,951
210.	Great Falls (Cascade Co., Mont.)	84.0	.0379	21.1	50.3	129,828	.0457	2,029	6,153
57.	Green Bay (Brown Co., Wisc.)	109.3	.0647	29.9	78.6	175,779	.0619	1,608	5,879
58.	Greensboro-High Point (Guilford Co., N. C.)	220.4	.1306	58.0	147.5	363,147	.1279	1,648	6,261
59.	Greenville (Greenville Co., S. C.)	198.1	.1174	54.5	115.0	288,089	.1015	1,454	5,286
	Gulfport, Miss. (See Biloxi-Gulfport)								
211.	Hagerstown (Washington Co., Md.)	85.5	.0507	24.4	40.2	119,451	.0421	1,397	4,896
60.	Hamilton-Middletown (Butler Co., Ohio)	170.5	.1010	48.9	127.5	316,817	.1116	1,858	6,479
61.	Hampton-Newport News-Warwick (Newport News, Hampden and Warwick Independent Cities, Va.)	184.5	.1093	48.3	184.5	301,193	.1062	1,632	6,236
	Harlingen, Tex. (See Brownsville-Harlingen-McAllen)								
62.	Harrisburg (Cumberland and Dauphin Cos., Pa.)	323.0	.1914	95.7	220.5	572,917	.2018	1,774	5,987
63.	Hartford-New Britain (Hartford Co., Conn.)	625.6	.3708	181.8	518.2	1,454,663	.5126	2,325	8,001
	Hazleton, Pa. (See Wilkes-Barre-Hazleton)								
	High Point, N. C. (See Greensboro-High Point)								
	Holyoke, Mass. (See Springfield-Holyoke)								
	Hopewell, Va. (See Petersburg-Hopewell)								
64.	Houston (Harris Co., Tex.)	1134.1	.6719	339.1	998.3	2,138,153	.7534	1,885	6,305
65.	Huntington-Ashland (Boyd Co., Ky.; Lawrence Co., Ohio; Cabell and Wayne Cos., W. Va.)	262.9	.1557	73.0	164.5	367,063	.1294	1,396	5,028
212.	Hutchinson (Reno Co., Kans.)	59.2	.0351	19.3	37.2	92,939	.0328	1,570	4,818
66.	Indianapolis (Marion Co., Ind.)	624.9	.3702	197.5	569.0	1,359,999	.4789	2,175	6,882
67.	Jackson (Jackson Co., Mich.)	123.1	.0729	36.0	70.5	202,797	.0715	1,647	5,633
68.	Jackson (Hinds Co., Miss.)	163.7	.0970	44.9	124.8	240,024	.0846	1,466	5,346
69.	Jacksonville (Duval Co., Fla.)	409.4	.2425	115.5	331.7	624,396	.2200	1,525	5,406
213.	Jamestown (Chautauqua Co., N. Y.)	146.8	.0870	47.6	88.0	218,295	.0769	1,487	4,586
	Janesville, Wisc. (See Beloit-Janesville)								
	Johnson City, Tenn. (See Bristol-Johnson City-Kingsport)								
70.	Johnstown (Cambria and Somerset Cos., Pa.)	293.4	.1738	79.0	148.7	389,819	.1373	1,329	4,934
214.	Joplin (Jasper and Newton Cos., Mo.)	112.5	.0666	37.7	68.3	150,754	.0531	1,340	3,999
71.	Kalamazoo (Kalamazoo Co., Mich.)	152.9	.0906	45.8	105.8	273,834	.0964	1,791	5,979
215.	Kankakee (Kankakee Co., Ill.)	84.2	.0499	21.5	41.1	127,879	.0450	1,519	5,948

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Before using these figures, read foreword, page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.

You Need 'Em Both In IOWA To Do A 100% Job!

KRNT-TV

A COWLES OPERATION

CHANNEL 8, CBS-DES MOINES

To sell in Iowa, you need KRNT-TV. KRNT-TV is the leader in television viewing in this area, as proved by American Research Bureau and Iowa business men. The ratings in Iowa prove that KRNT-TV now dominates in the Des Moines area with 7 of the top 10 once-a-week evening shows; 9 of the top 10 multi-weekly quarter-hours; highest-rated 10 to 10:30 p.m. news and sports (news rating up to 40.0), the highest-rated local strips and evening movies.

KRNT-TV covers approximately 25% of the total area and over 28% of the total population of the State of Iowa. (About 75% urban, 25% rural). Des Moines, hub of the state, is Iowa's capital city. There are 312 towns in our area, with 967 plants in operation including nationally-known companies like Firestone, Solar Aircraft, John Deere Co., Maytag, Lennox Industries, Armstrong Rubber, Pittsburgh-Des Moines Steel and many others. It's one of America's top-ranking Insurance and Publishing centers. Here's a big-spending market that you can reach effectively with KRNT-TV. Get the complete story from The Katz Agency.

KRNT Radio

A COWLES STATION — CBS RADIO — DES MOINES

REGISTER AND TRIBUNE STATION

To sell in Iowa you need KRNT, one of the nation's truly great radio stations. 1956 was one of the big years in KRNT local radio.

It's a proved fact that KRNT Radio has by far the LARGEST AUDIENCE in this area. KRNT leads morning, afternoon and evening . . . and has for years and years.

Latest Pulse survey shows KRNT with:

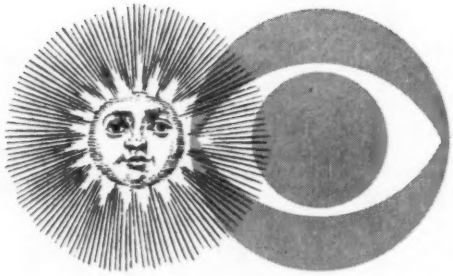
72 FIRSTS OUT OF 72 QUARTER-HOURS

ANOTHER PERFECT SCORE FOR KRNT!

For sales success with a smaller budget, use KRNT Radio.

Give your Iowa advertising schedule a one-two punch—use both KRNT-TV and KRNT Radio. See Katz.

THR



*Monday through Friday, 7 am to 6 pm

NETWORK THAT INVENTED DAYTIME

The trouble with television (back in 1950) was that nobody could get enough of it.

The screen lit up at night for an almost insatiable audience but went into virtually total eclipse in the daytime.

Advertisers wanted more time than the night contained, but nobody knew whether the busy American housewife would sit still for daytime television.

We thought she would — if you made it worth her while. We felt that better programming on a major network scale could light up a lot of sets.

We felt that daytime television could enable advertisers to tap the concentrated purchasing power of America's housewives at the moment they were planning the family shopping. And with the number of television homes increasing so rapidly, daytime television could bring new values to the advertiser.

So we started turning day into night.

Since 1950 the number of family hours of daytime viewing has increased six times and the dollar volume of daytime advertising has multiplied 38 times. In the same period, America's housewives have spent nearly twice as many daytime hours,* and advertisers one-and-a-half times as many daytime dollars with CBS Television, as with our closest competitor.

In 1957 CBS Television continues to deliver a larger average daytime audience, broadcast more of the most popular daytime programs, offer advertisers a lower daytime cost per thousand viewers, and carry a larger number of sponsored daytime hours than any other network with a full daytime schedule.

This continuing expression of confidence in CBS Television is surely a direct result of our unique experience with television in the daytime.

After all, we practically invented it.

CBS TELEVISION

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 123, 126

	AREA AND DEFINITION	POPULATION SM ESTIMATES 1/1/57				EFFECTIVE BUYING SM INCOME ESTIMATES—1956			
		Total (thousands)	% of U. S. A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U. S. A.	Per Capita	Per Family
72.	Kansas City (Johnson and Wyandotte Cos., Kans.; Clay and Jackson Cos., Mo.)	972.4	.5761	319.9	850.6	1,956,436	.6895	2,012	6,116
	Kennewick, Wash. (See Pasco-Kennewick-Richland)								
73.	Kenosha (Kenosha Co., Wisc.)	84.6	.0501	25.6	61.9	157,858	.0556	1,866	6,166
	Kingsport, Tenn. (See Bristol-Johnson City-Kingsport)								
74.	Knoxville (Anderson, Blount and Knox Cos., Tenn.)	363.7	.2156	98.2	220.4	515,525	.1818	1,417	5,250
216.	Kokomo (Howard Co., Ind.)	61.4	.0364	19.0	44.4	109,337	.0386	1,781	5,755
217.	La Crosse (La Crosse Co., Wisc.)	73.9	.0438	21.3	55.3	121,977	.0429	1,651	5,727
218.	Lafayette (Tippecanoe Co., Ind.)	85.0	.0504	23.9	54.8	161,191	.0568	1,896	6,744
219.	Lake Charles (Calcasieu Parish, La.)	123.6	.0732	34.9	89.8	189,101	.0666	1,530	5,418
220.	Lakeland (Polk Co., Fla.)	162.2	.0961	46.1	86.1	214,447	.0755	1,322	4,652
75.	Lancaster (Lancaster Co., Pa.)	242.5	.1437	69.5	122.4	480,664	.1694	1,982	6,916
76.	Lansing (Ingham Co., Mich.)	208.4	.1235	61.4	163.4	421,643	.1485	2,023	6,867
77.	Laredo (Webb Co., Tex.)	66.5	.0394	14.9	63.6	58,586	.0206	881	3,932
221.	Las Vegas (Clark Co., Nev.)	118.2	.0700	37.4	80.0	247,089	.0871	2,090	6,607
222.	Lawton (Comanche Co., Okla.)	74.0	.0438	20.5	53.9	107,563	.0379	1,454	5,247
223.	Lebanon (Lebanon Co., Pa.)	83.6	.0495	24.1	49.7	132,730	.0468	1,588	5,507
224.	Lewiston-Auburn (Androscoggin Co., Me.)	83.9	.0497	24.2	71.6	138,910	.0490	1,656	5,740
78.	Lexington (Fayette Co., Ky.)	120.1	.0711	34.5	84.8	193,006	.0680	1,607	5,594
79.	Lima (Allen Co., Ohio)	99.3	.0588	29.9	61.1	174,516	.0615	1,757	5,837
80.	Lincoln (Lancaster Co., Neb.)	141.1	.0836	44.9	124.6	256,703	.0905	1,819	5,717
81.	Little Rock-North Little Rock (Pulaski Co., Ark.)	242.3	.1435	72.8	181.4	372,811	.1314	1,539	5,121
	Long Beach, Cal. (See Los Angeles-Long Beach)								
82.	Lorain-Elyria (Lorain Co., Ohio)	194.0	.1149	58.3	128.2	373,929	.1318	1,927	6,642
83.	Los Angeles-Long Beach (Los Angeles and Orange Cos., Cal.)	5850.2	3.4657	2019.7	5594.7	12,345,956	4.3503	2,110	6,113
84.	Louisville (Clark and Floyd Cos., Ind.; Jefferson Co., Ky.)	690.6	.4091	207.8	555.4	1,180,767	.4161	1,710	5,682
85.	Lubbock (Lubbock Co., Tex.)	162.3	.0961	45.6	138.2	303,612	.1070	1,871	6,658
225.	Lynchburg (Campbell Co. and Lynchburg Independent City, Va.)	81.9	.0485	21.6	56.3	112,676	.0397	1,376	5,216
	McAllen, Tex. (See Brownsville-Harlingen-McAllen)								
86.	Macon (Bibb and Houston Cos., Ga.)	163.4	.0968	46.2	126.1	236,837	.0833	1,449	5,126
87.	Madison (Dane Co., Wisc.)	189.6	.1123	53.6	128.0	379,246	.1336	2,000	7,075
88.	Manchester (Hillsborough Co., N. H.)	162.2	.0961	48.5	126.2	292,836	.1031	1,805	6,038
226.	Manitowoc-Two Rivers (Manitowoc Co., Wisc.)	70.6	.0418	20.5	39.8	110,664	.0390	1,567	5,398
227.	Mansfield (Richland Co., Ohio)	104.4	.0618	30.9	67.7	198,739	.0701	1,904	6,432
228.	Marion (Grant Co., Ind.)	68.1	.0403	20.8	44.8	103,636	.0366	1,522	4,983
229.	Mason City (Cerro Gordo Co., Iowa)	49.6	.0294	15.5	36.0	84,763	.0299	1,709	5,469
89.	Memphis (Shelby Co., Tenn.)	547.4	.3243	156.0	471.9	917,129	.3232	1,675	5,879
90.	Miami (Dade Co., Fla.)	765.6	.4536	235.9	730.6	1,508,311	.5315	1,970	6,394
230.	Middletown (Middlesex Co. Conn.)	75.5	.0448	21.3	39.3	144,255	.0509	1,911	6,773
	Middletown, Ohio (See Hamilton-Middletown)								
231.	Midland (Midland Co., Tex.)	46.5	.0276	14.1	44.5	111,537	.0393	2,399	7,910
91.	Milwaukee (Milwaukee and Waukesha Cos., Wisc.)	1100.3	.6517	326.4	959.0	2,248,671	.7923	2,044	6,889
92.	Minneapolis-St. Paul (Anoka, Dakota, Hennepin and Ramsey Cos., Minn.)	1295.9	.7678	391.4	1124.3	2,510,128	.8846	1,937	6,413
93.	Mobile (Mobile Co., Ala.)	272.4	.1614	75.4	239.7	374,444	.1320	1,375	4,966
232.	Modesto (Stanislaus Co., Cal.)	145.4	.0861	44.9	58.8	228,427	.0805	1,571	5,087
	Moline, Ill. (See Davenport-Rock Island-Moline)								
233.	Monroe-West Monroe (Ouachita Parish, La.)	87.3	.0517	25.2	64.1	124,440	.0438	1,425	4,938
94.	Montgomery (Montgomery Co., Ala.)	159.0	.0941	44.6	129.7	235,349	.0830	1,480	5,277
95.	Muncie (Delaware Co., Ind.)	109.1	.0641	33.8	76.7	192,938	.0680	1,785	5,708
	Muscle Shoals, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)								
234.	Muskegon (Muskegon Co., Mich.)	142.5	.0845	42.3	99.3	216,812	.0764	1,521	5,126
96.	Nashville (Davidson Co., Tenn.)	362.9	.2150	102.8	282.5	598,853	.2110	1,650	5,825
	New Bedford, Mass. (See Fall River-New Bedford)								
	New Britain, Conn. (See Hartford-New Britain)								
236.	New Castle (Lawrence Co., Pa.)	107.1	.0635	31.0	62.7	182,767	.0644	1,707	5,896
97.	New Haven-Waterbury (New Haven Co., Conn.)	611.9	.3824	180.3	543.7	1,312,830	.4626	2,145	7,281
237.	New London-Norwich (New London Co., Conn.)	165.4	.0980	48.4	94.3	297,354	.1047	1,798	6,144
98.	New Orleans (Jefferson, Orleans and St. Bernard Parishes, La.)	813.7	.4821	237.7	781.1	1,307,115	.4606	1,606	5,499
99.	New York-N.E. New Jersey	14408.1	8.5340	4408.9	13765.8	30,765,022	10.8409	2,135	6,978
A.	New York Portion (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk and Westchester Cos., N. Y.)	10579.9	6.2674	3265.7	10189.3	22,101,732	7.7882	2,089	6,788
		3826.2	2.2666	1143.2	3576.5	8,663,300	3.0527	2,264	7,578
B.	New Jersey Portion (Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union Cos., N. J.	77.4	.0459	24.0	41.5	127,618	.0450	1,649	5,317
235.	Newark (Licking Co., Ohio)								
	Newburgh, N. Y. (See Poughkeepsie-Newburgh-Beacon)								
	Newport News, Va. (See Hampton-Newport News-Warwick)								
100.	Norfolk-Portsmouth (Norfolk and Princess Anne Cos.; Norfolk, South Norfolk, Portsmouth and Virginia Beach Independent Cities, Va.)	540.4	.3202	148.3	479.7	921,005	.3244	1,704	6,210
	North Little Rock, Ark. (See Little Rock-North Little Rock)								
	Norwalk, Conn. (See Bridgeport-Stamford-Norwalk)								
	Norwich, Conn. (See New London-Norwich)								
	Oakland, Cal. (See San Francisco-Oakland)								
238.	Odessa (Ector Co., Tex.)	77.3	.0458	22.7	70.3	152,385	.0537	1,971	6,712
101.	Ogden (Weber Co., Utah)	103.2	.0611	29.7	85.4	159,943	.0564	1,550	5,385
102.	Oklahoma City (Oklahoma Co., Okla.)	400.0	.2369	127.9	351.7	712,249	.2510	1,781	5,569
103.	Omaha (Pottawattamie Co., Iowa; Douglas and Sarpy Cos., Neb.)	411.8	.2439	125.4	358.7	720,115	.2536	1,749	5,743
	Ontario, Cal. (See San Bernardino-Riverside-Ontario)								
104.	Orlando (Orange Co., Fla.)	196.1	.1162	59.9	108.2	304,497	.1073	1,553	5,083

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Before using these figures, read foreword, page 11.

Again... 2nd in America in FOOD ADVERTISING



4,653,740 LINES

Again in 1956, in competition with newspapers in cities many times the size of Kansas City, The Star carried America's 2nd largest volume of food advertising!

This exceptional showing in the most important of all retail sales categories reflects the potency of the rich Kansas City market and the consistent reliance of food wholesalers, brokers, dealers and retailers on The Kansas City Star for saturation selling in that market.

The Star is the food advertiser's dream medium! 95% home-delivered! America's most thorough twice-daily circulation coverage! America's lowest advertising rate per thousand copies!

LEADING NEWSPAPERS IN FOOD ADVERTISING FOR YEAR 1956

(Retail Grocers—Groceries of Department Stores—General Groceries)

Compiled by Media Records

		LINAGE
1.	Miami Herald (M & S)	5,293,218
2.	**Kansas City Star (M & S)**	**4,653,740**
3.	Chicago Daily News (E)	4,617,406
4.	Houston Chronicle (E & S)	4,250,888
5.	St. Louis Post-Dispatch (E & S)	4,104,396
6.	Tampa Tribune (M & S)	4,087,880
7.	Milwaukee Journal (E & S)	3,987,604
8.	Minneapolis Star & Tribune (E & S)	3,882,530
9.	Washington Star (E & S)	3,810,366
10.	Long Beach Independent Press-Telegram & Press-Telegram (S & E)	3,789,481
11.	New Orleans Times-Picayune & Times-Picayune & States (M & S)	3,785,170
12.	Toledo Blade (E & S)	3,767,952
13.	Dallas Times-Herald (E & S)	3,720,054
14.	Memphis Commercial Appeal (M & S)	3,715,281
15.	Akron Beacon Journal (E & S)	3,663,861
16.	Chicago Tribune (M & S)	3,660,650
17.	Denver Post (E & S)	3,601,869
18.	Norfolk Virginian-Pilot & Virginian-Pilot & Portsmouth Star (M & S	3,551,002
19.	Long Beach Independent (M)	3,519,110
20.	Houston Post (M & S)	3,477,202
21.	Oakland Tribune (E & S)	3,472,952
22.	Portland Oregonian (M & S)	3,467,196
23.	Portland Journal (E & S)	3,466,348
24.	San Diego Union (M & S)	3,438,916
25.	Baltimore Sun (E & S)	3,429,548

THE KANSAS CITY STAR

KANSAS CITY
1729 Grand Ave.
HArrison 1-1200

CHICAGO
202 S. State St.
WEbster 9-0532

NEW YORK
21 E. 40th St.
Murray Hill 3-6161

SAN FRANCISCO
625 Market St.
GArfield 1-2003

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 123, 126

	AREA AND DEFINITION	POPULATION SM ESTIMATES 1/1/57				EFECTIVE BUYING INCOME SM ESTIMATES—1956			
		Total (thousands)	% of U. S. A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U. S. A.	Per Capita	Per Family
239.	Oshkosh (Winnebago Co., Wisc.)	101.4	.0601	30.0	75.3	168,712	.0595	1,664	5,624
240.	Paducah (McCracken Co., Ky.)	77.7	.0460	24.7	48.1	108,815	.0383	1,398	4,397
241.	Pasco-Kennewick-Richland (Benton and Franklin Cos., Wash.)	90.3	.0536	28.1	66.4	185,176	.0652	2,051	6,590
	Pawtucket, R. I. (See Providence-Pawtucket)								
242.	Pensacola (Escambia Co., Fla.)	156.1	.0925	41.6	115.8	205,138	.0723	1,314	4,931
105.	Peoria (Peoria and Tazewell Cos., Ill.)	274.5	.1625	85.1	210.0	529,503	.1866	1,929	6,222
243.	Petersburg-Hopewell (Dinwiddie and Prince George Cos.; Petersburg, Hopewell and Colonial Heights Independent Cities, Va.)	98.0	.0581	23.1	72.2	128,364	.0452	1,310	5,557
106.	Philadelphia (Burlington, Camden and Gloucester Cos., N. J.; Bucks, Chester, Delaware, Montgomery and Philadelphia Cos., Pa.)	4211.1	2.4948	1210.3	3508.3	8,359,349	2.9455	1,985	6,907
107.	Phoenix (Maricopa Co., Ariz.)	520.9	.3086	151.1	389.3	796,681	.2807	1,529	5,273
108.	Pittsburgh (Allegheny, Beaver, Washington and Westmoreland Cos., Pa.)	2355.6	1.3955	676.3	1855.0	4,269,759	1.5044	1,813	6,313
109.	Pittsfield (Berkshire Co., Mass.)	138.6	.0821	41.6	113.1	237,252	.0836	1,712	5,703
	Port Arthur, Tex. (See Beaumont-Port Arthur)								
244.	Port Huron (St. Clair Co., Mich.)	105.3	.0623	31.4	56.5	161,069	.0567	1,530	5,130
110.	Portland (Cumberland Co., Me.)	171.3	.1015	50.5	138.0	284,064	.1001	1,658	5,625
111.	Portland (Clackamas, Multnomah and Washington Cos., Ore.; Clark Co., Wash'	811.9	.4810	273.9	578.0	1,400,043	.4932	1,724	5,112
245.	Portsmouth (Scioto Co., Ohio)	107.1	.0635	31.3	55.8	141,350	.0498	1,320	4,516
	Portsmouth, Va. (See Norfolk-Portsmouth)								
246.	Poughkeepsie-Newburgh-Beacon (Dutchess and Orange Cos., N. Y.)	310.8	.1841	88.1	151.6	478,771	.1687	1,540	5,434
112.	Providence-Pawtucket (Bristol, Kent and Providence Cos., R. I.)	696.7	.4127	207.9	653.4	1,282,111	.4517	1,840	6,167
247.	Provo (Utah Co., Utah)	101.6	.0602	26.1	59.6	124,356	.0438	1,224	4,765
113.	Pueblo (Pueblo Co., Colo.)	107.4	.0636	30.5	97.3	144,385	.0508	1,344	4,734
248.	Quincy (Adams Co., Ill.)	68.2	.0404	21.8	45.3	105,272	.0371	1,544	4,829
114.	Racine (Racine Co., Wisc.)	122.3	.0724	36.5	91.4	245,231	.0865	2,006	6,719
115.	Raleigh (Wake Co., N. C.)	159.9	.0947	39.3	84.9	238,059	.0838	1,489	6,057
249.	Rapid City (Pennington Co., S. D.)	58.5	.0347	18.3	42.5	87,316	.0308	1,493	4,771
116.	Reading (Berks Co., Pa.)	260.4	.1542	77.3	175.5	495,104	.1744	1,901	6,406
250.	Reno (Washoe Co., Nev.)	72.2	.0428	23.8	57.2	171,226	.0603	2,372	7,194
	Richland, Wash. (See Pasco-Kennewick-Richland)								
117.	Richmond (Chesterfield and Henrico Cos.; Richmond Independent City, Va.)	370.1	.2193	101.8	302.0	657,654	.2317	1,777	6,480
251.	Richmond (Wayne Co., Ind.)	77.5	.0459	23.4	48.2	131,829	.0464	1,701	5,634
	Riverside, Cal. (See San Bernardino-Riverside-Ontario)								
118.	Roanoke (Roanoke Co.; Roanoke Independent City, Va.)	144.9	.0859	39.7	19.6	239,596	.0845	1,654	6,035
119.	Rochester (Monroe Co., N. Y.)	545.9	.3233	169.1	469.8	1,021,119	.3598	1,871	6,039
120.	Rockford (Winnebago Co., Ill.)	181.1	.1073	57.3	145.4	382,631	.1278	2,002	6,329
	Rock Island, Ill. (See Davenport-Rock Island-Moline)								
	Rome, N. Y. (See Utica-Rome)								
121.	Sacramento (Sacramento Co., Cal.)	409.5	.2426	128.2	299.0	854,058	.3010	2,086	6,662
122.	Saginaw (Saginaw Co., Mich.)	180.3	.1069	52.0	120.0	295,287	.1044	1,643	5,698
123.	St. Joseph (Buchanan Co., Mo.)	102.7	.0608	32 5	86.2	168,977	.0595	1,645	5,199
124.	St. Louis (Madison and St. Clair Cos., Ill.; St. Charles and St. Louis Cos.; St. Louis City, Mo.)	1932.8	1.1449	595.3	1700.8	3,673,265	1.2943	1,900	6,170
	St. Paul, Minn. (See Minneapolis-St. Paul)								
	St. Petersburg, Fla. (See Tampa-St. Petersburg)								
252.	Salem (Marion and Polk Cos., Ore.)	130.3	.0772	39.6	57.5	181,398	.0638	1,392	4,581
125.	Salt Lake City (Salt Lake Co., Utah)	329.8	.1953	93.8	272.6	565,990	.1994	1,716	5,906
126.	San Angelo (Tom Green Co., Tex.)	74.6	.0442	21.6	60.7	124,588	.0439	1,670	5,768
127.	San Antonio (Bexar Co., Tex.)	594.2	.3520	166.5	547.5	819,607	.2889	1,380	5,238
128.	San Bernardino-Riverside-Ontario (Riverside and San Bernardino Cos., Cal.)	683.8	.4051	220.6	411.9	1,084,009	.3819	1,585	4,914
129.	San Diego (San Diego Co., Cal.)	875.7	.5187	288.1	730.1	1,748,312	.6161	1,996	6,068
130.	San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Cos., Cal.)	2671.6	1.5827	885.4	2509.1	6,193,222	2.1822	2,318	6,995
131.	San Jose (Santa Clara Co., Cal.)	490.1	.2903	150.8	390.7	956,962	.3372	1,953	6,346
132.	Santa Barbara (Santa Barbara Co., Cal.)	111.4	.0660	36.2	77.3	224,283	.0790	2,013	6,196
133.	Savannah (Chatham Co., Ga.)	165.0	.0977	48.5	145.4	246,742	.0870	1,495	5,087
	Schenectady, N. Y. (See Albany-Schenectady-Troy)								
134.	Scranton (Lackawanna Co., Pa.)	253.6	.1502	73.2	239.9	370,977	.1307	1,463	5,068
135.	Seattle (King Co., Wash.)	782.1	.4633	265.7	694.5	1,709,120	.6022	1,285	6,433
253.	Sheboygan (Sheboygan Co., Wisc.)	84.4	.0500	25.5	53.8	143,402	.0506	1,699	5,624
	Sheffield, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)								
136.	Shreveport (Bossier and Caddo Parishes, La.)	256.0	.1517	73.9	203.3	393,661	.1387	1,538	5,327
137.	Sioux City (Woodbury Co., Iowa)	115.3	.0683	36.3	95.3	203,071	.0716	1,761	5,594
138.	Sioux Falls (Minnehaha Co., S. D.)	84.0	.0497	26.0	66.3	136,596	.0482	1,626	5,254
139.	South Bend (St. Joseph Co., Ind.)	245.1	.1452	72.9	198.1	544,948	.1920	2,223	7,475
254.	Spartanburg (Spartanburg Co., S. C.)	160.4	.0951	41.9	56.6	198,774	.0700	1,239	4,744
140.	Spokane (Spokane Co., Wash.)	267.8	.1586	87.5	222.0	519,983	.1833	1,942	5,943
141.	Springfield (Sangamon Co., Ill.)	140.0	.0830	45.4	106.6	260,412	.0917	1,860	5,736
142.	Springfield-Holyoke (Hampden and Hampshire Cos., Mass.)	486.0	.2879	140.2	413.6	882,849	.3111	1,817	6,297
143.	Springfield (Greene Co., Mo.)	119.5	.0708	39.6	104.0	180,072	.0634	1,507	4,547
144.	Springfield (Clark Co., Ohio)	124.1	.0735	37.7	93.3	225,477	.0795	1,817	5,981
	Stamford, Conn. (See Bridgeport-Stamford-Norwalk)								

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Before using these figures, read foreword, page 11.

BEST PLACE TO SELL BABY PRODUCTS

The best spot to sell baby products is, naturally, in the marketplace which attracts the greatest concentration of young mothers. Modern Romances is read largely by young mothers of young children. The typical reader is in her early twenties, married, and has children under 5. Her major interest is running her home and raising her young, growing family. Modern Romances attracts her because this magazine prints a vast volume of editorial material on baby care and training. In 1956, Modern Romances ran more editorial linage on this subject than *any* other magazine, with the single exception of Parents', as shown by the independent Lloyd Hall Research Bureau.

Leading advertisers of baby products, as well as all types of food and home products, have found that Modern Romances really *sells* their merchandise in volume. That's why more and more of them schedule Modern Romances, and come back issue after issue, year after year. Modern Romances can sell *your* products too.



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DELL PUBLISHING COMPANY, INC., 261 FIFTH AVENUE, NEW YORK 16, N. Y.

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 123, 126

	AREA AND DEFINITION	POPULATION SM ESTIMATES 1/1/57				EFFECTIVE BUYING INCOME SM ESTIMATES—1956			
		Total (thousands)	% of U. S. A.	Families (thousands)	Urbanized Population (thousands)	Net Dollars (add 000)	% of U. S. A.	Per Capita	Per Family
	Steubenville, Ohio (See Wheeling-Steubenville)								
145.	Stockton (San Joaquin Co., Cal.)	231.2	.1370	69.7	164.3	412,927	.1455	1,786	5,924
	Superior, Wisc. (See Duluth-Superior)								
146.	Syracuse (Onondaga Co., N. Y.)	394.1	.2275	114.3	308.6	657,256	.2316	1,711	5,750
147.	Tacoma (Pierce Co., Wash.)	308.3	.1826	92.0	207.0	561,934	.1981	1,823	6,108
148.	Tampa-St. Petersburg (Hillsborough and Pinellas Cos., Fla.)	586.7	.3476	186.4	531.8	885,369	.3121	1,509	4,750
255.	Temple (Bell Co., Tex.)	99.7	.0590	25.2	64.3	149,712	.0527	1,502	5,941
149.	Terre Haute (Vigo Co., Ind.)	107.0	.0634	34.9	94.9	189,106	.0666	1,767	5,419
256.	Texarkana (Miller Co., Ark.; Bowie Co., Tex.)	106.0	.0628	31.0	53.6	116,462	.0410	1,099	3,757
150.	Toledo (Lucas Co., Ohio)	466.1	.2761	142.1	396.9	1,065,190	.3753	2,285	7,496
151.	Topeka (Shawnee Co., Kans.)	128.5	.0761	41.9	111.6	220,982	.0779	1,720	5,274
152.	Trenton (Mercer Co., N. J.)	261.0	.1546	76.5	227.0	549,598	.1937	2,106	7,796
	Troy, N. Y. (See Albany-Schenectady-Troy)								
153.	Tucson (Pima Co., Ariz.)	227.5	.1348	65.3	160.0	363,184	.1280	1,596	5,562
154.	Tulsa (Tulsa Co., Okla.)	323.5	.1917	102.7	256.1	610,033	.2149	1,886	5,940
	Tuscumbia, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)								
	Two Rivers, Wisc. (See Manitowoc-Two Rivers)								
257.	Tyler (Smith Co., Tex.)	83.2	.0493	24.1	57.1	112,625	.0397	1,354	4,673
	Urbana, Ill. (See Champaign-Urbana)								
155.	Utica-Rome (Herkimer and Oneida Cos., N. Y.)	299.2	.1773	88.5	211.6	443,979	.1564	1,484	5,017
156.	Waco (McLennan Co., Tex.)	141.9	.0841	41.5	108.3	200,311	.0706	1,412	4,827
	Warwick, Va. (See Hampton-Newport News-Warwick)								
157.	Washington (District of Columbia; Montgomery and Prince Georges Cos., Md.; Arlington and Fairfax Cos.; Alexandria and Falls Church Independent Cities, Va.)	1917.7	1.1360	541.8	1601.8	4,343,399	1.5304	2,265	8,017
	Waterbury, Conn. (See New Haven-Waterbury)								
158.	Waterloo (Black Hawk Co., Iowa)	114.4	.0677	34.8	97.0	207,446	.0731	1,813	5,961
258.	Watertown (Jefferson Co., N. Y.)	87.0	.0515	26.6	40.1	123,116	.0434	1,415	4,628
	West Monroe, La. (See Monroe-West Monroe)								
159.	West Palm Beach (Palm Beach Co., Fla.)	177.4	.1050	56.1	107.6	277,604	.0978	1,565	4,948
160.	Wheeling-Steubenville (Belmont and Jefferson Cos., Ohio; Brooke, Hancock, Marshall and Ohio Cos., W. Va.)	358.7	.2124	103.3	230.1	583,204	.2056	1,626	5,646
161.	Wichita (Sedgwick Co., Kans.)	313.7	.1858	103.1	286.4	553,722	.1951	1,765	5,371
162.	Wichita Falls (Wichita Co., Tex.)	127.6	.0756	34.0	121.6	223,545	.0788	1,752	6,575
163.	Wilkes-Barre-Hazleton (Luzerne Co., Pa.)	374.9	.2221	105.2	318.3	540,716	.1906	1,442	5,140
259.	Williamsport (Lycoming Co., Pa.)	103.4	.0612	31.3	69.2	160,869	.0566	1,556	5,140
164.	Wilmington (New Castle Co., Del.; Salem Co., N. J.)	326.5	.1934	93.9	250.8	686,711	.2419	2,103	7,313
260.	Wilmington (New Hanover Co., N. C.)	74.6	.0442	20.8	53.9	99,591	.0351	1,335	4,788
165.	Winston-Salem (Forsyth Co., N. C.)	176.1	.1043	48.0	120.4	275,455	.0971	1,564	5,739
166.	Worcester (Worcester Co., Mass.)	581.5	.3444	169.0	444.1	987,289	.3478	1,698	5,842
261.	Yakima (Yakima Co., Wash.)	153.1	.0906	47.2	72.2	218,120	.0769	1,425	4,621
167.	York (York Co., Pa.)	215.0	.1274	64.4	116.4	360,818	.1272	1,678	5,603
168.	Youngstown (Mahoning and Trumbull Cos., Ohio; Mercer Co., Pa.)	576.8	.3417	163.4	417.6	1,075,464	.3791	1,865	6,582
262.	Zanesville (Muskingum Co., Ohio)	80.3	.0475	24.4	44.2	121,503	.0428	1,513	4,980
	Total Standard Metropolitan Areas	101,523.3	60.1414	30,602.2	87,320.5	197,603,672	69.6288	1,946	6,457
	Total Potential Metropolitan Areas	10,068.0	5.9642	2917.9	6053.6	15,541,962	5.4762	1,544	5,326
	Total All Metropolitan Areas	111,591.3	66.1056	33,520.1	93,374.1	213,145,634	75.1050	1,910	6,359
	U. S. Total	168,805.3	100.0000	49,478.9	112,525.4	283,793,829	100.0000	1,681	5,736

● SM, 1957.

Before using these figures, read foreword, page 11

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. . . and in the 4 key markets of Syracuse, Omaha, Kansas City and Phoenix this combination assures sales growth for advertisers. Combined dollar volume of Metropolitan County Retail Sales alone approximates $3,000,000,000.00* The station managers will be happy to give you complete information.

METROPOLITAN COUNTY TOTAL RETAIL SALES

Syracuse, New York	$ 490,057,000
Omaha, Nebraska	426,206,000
Kansas City, Missouri	1,370,978,000
Phoenix, Arizona	583,344,000

*Sales Management, "Survey of Buying Power", May 10, 1957

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

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New York

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Brother, WCBS Radio is just about the busiest "thoroughfare" in the world's busiest city. In fact, more different homes tune to WCBS more often than to any other New York station. That's right—WCBS has taken its place right smack in the heart of the family circle.

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The facts: families in metropolitan New York have an effective buying income of more than $30 billion yearly—almost 11% of the nation's total. And, in addition, more people in New York's vast, fast-spending, keep-up-with-the-Joneses suburban area listen to WCBS Radio than to any other New York station.*

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WCBS RADIO

New York · 50,000 watts · 880 kc

*Pulse, CPA, November 1956

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 123, 126

AREAS	RETAIL SALES—SM ESTIMATES, 1956													
	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
169. Abilene, Tex.	97,017	.0504	4,076	.0490	101	104	19,699	4,843	12,087	7,757	6,160	22,384	7,475	6,892	3,219
1. Akron, Ohio	657,394	.3415	4,528	.3249	113	119	158,477	52,094	111,815	29,218	32,421	125,102	42,247	49,130	21,119
2. Albany-Schenectady-Troy, N. Y.	703,729	.3655	3,989	.3537	106	110	169,849	54,295	112,393	64,450	35,656	107,940	38,083	32,041	17,704
3. Albuquerque, N. M.	290,276	.1508	4,728	.1369	106	116	58,863	20,708	39,722	18,089	18,126	60,122	23,328	17,519	10,212
170. Alexandria, La.	93,660	.0487	3,219	.0493	77	76	19,770	5,018	16,077	6,404	5,135	16,727	7,926	5,760	2,598
4. Allentown-Bethlehem-Easton, Pa.	537,157	.2790	4,100	.2814	105	104	120,721	36,852	86,175	35,686	31,727	86,794	33,021	34,151	14,065
5. Altoona, Pa.	134,793	.0701	3,395	.0715	89	87	36,099	7,624	19,042	7,719	8,418	25,480	9,505	7,149	3,345
6. Amarillo, Tex.	191,472	.0994	4,392	.0962	116	120	30,899	10,357	22,579	16,449	9,198	45,814	15,182	13,707	6,720
Anaconda, Mont. (See Butte-Anaconda)															
171. Anderson, Ind.	133,738	.0694	3,624	.0713	103	100	30,694	8,315	12,793	9,378	7,601	26,976	9,547	11,004	5,138
172. Ann Arbor, Mich.	187,574	.0975	4,403	.0986	104	103	43,876	13,912	16,150	14,456	8,588	39,718	14,612	13,554	8,131
173. Anniston, Ala.	73,958	.0384	3,147	.0411	77	72	18,898	4,481	8,923	5,261	5,170	16,794	5,595	3,317	1,622
174. Appleton, Wisc.	110,530	.0574	4,386	.0535	100	107	22,808	6,969	15,959	5,123	7,521	18,893	6,143	10,907	2,743
7. Asheville, N. C.	144,528	.0750	4,026	.0704	89	94	30,411	6,592	24,774	7,380	6,957	19,843	10,994	9,295	6,039
Ashland, Ky. (See Huntington-Ashland)															
8. Atlanta, Ga.	1,178,805	.6123	4,683	.5610	112	123	237,726	61,694	273,375	68,630	50,247	201,468	73,342	67,413	41,148
9. Atlantic City, N. J.	236,921	.1231	5,288	.0981	116	148	52,170	42,480	19,528	20,144	10,960	26,348	11,545	10,256	8,034
Auburn, Me. (See Lewiston-Auburn)															
175. Auburn, N. Y.	80,151	.0416	3,728	.0391	91	97	18,471	5,144	6,429	5,775	4,835	13,445	3,785	7,496	1,661
10. Augusta, Ga.	212,832	.1107	2,998	.1278	81	70	55,424	13,263	27,844	13,136	11,457	42,688	16,926	9,041	6,643
11. Austin, Tex.	207,720	.1079	4,041	.1084	94	94	41,534	14,791	25,386	19,124	12,503	37,941	13,476	16,839	6,878
176. Bakersfield, Cal.	343,932	.1787	4,305	.1716	108	112	81,652	26,731	41,732	15,344	18,590	55,446	33,991	31,492	10,221
12. Baltimore, Md.	1,797,967	.9340	4,153	.9131	100	103	423,561	187,472	334,204	104,537	90,576	251,187	97,092	78,896	76,176
177. Bangor, Me.	138,692	.0721	4,670	.0627	96	110	33,425	5,598	19,684	8,478	5,327	28,579	9,076	5,221	2,990
13. Baton Rouge, La.	238,241	.1237	3,880	.1308	100	95	45,459	14,054	33,227	19,229	15,351	48,678	18,128	19,234	9,399
178. Battle Creek, Mich.	154,637	.0804	3,708	.0837	99	95	39,072	10,369	17,047	9,384	8,636	27,545	14,276	10,602	6,035
14. Bay City, Mich.	113,223	.0589	3,945	.0567	95	99	26,417	8,122	13,530	6,833	10,020	20,560	8,290	9,483	4,329
Beacon, N. Y. (See Poughkeepsie-Newburgh-Beacon)															
15. Beaumont-Port Arthur, Tex.	277,746	.1443	4,133	.1407	104	106	67,594	15,172	35,448	20,431	15,140	52,156	19,555	19,368	9,362
179. Bellingham, Wash.	55,418	.0288	2,300	.0367	86	67	11,541	3,893	6,035	3,147	2,285	7,632	3,041	5,365	1,533
180. Beloit-Janesville, Wisc.	133,609	.0694	4,296	.0661	109	115	26,269	10,724	15,023	7,885	7,818	23,714	7,736	13,928	3,464
Bethlehem, Pa. (See Allentown-Bethlehem-Easton)															
181. Billings, Mont.	103,857	.0540	4,477	.0471	112	129	19,376	7,978	10,184	6,111	7,309	23,729	7,064	10,265	3,260
182. Biloxi-Gulfport, Miss.	100,096	.0520	3,393	.0578	86	78	23,206	10,849	11,463	7,260	5,928	19,514	8,948	5,275	3,176
16. Binghamton, N. Y.	235,681	.1224	3,902	.1206	101	102	55,092	19,638	31,843	15,210	11,886	41,995	15,005	12,960	7,041
17. Birmingham, Ala.	596,345	.3098	3,423	.3370	92	85	142,735	31,909	91,065	45,808	29,408	127,478	34,061	22,736	16,902
183. Bloomington, Ill.	101,767	.0529	3,914	.0529	107	107	20,403	6,455	11,430	6,859	5,255	16,256	8,748	10,311	3,188
184. Boise, Idaho	172,156	.0895	4,022	.0787	95	108	33,334	8,505	25,742	6,660	8,881	38,870	14,085	14,507	5,207
18. Boston, Mass.	3,864,632	2.0076	4,477	1.9809	112	113	965,802	304,514	619,183	296,938	173,328	555,792	170,883	176,435	124,742
19. Bridgeport-Stamford-Norwalk, Conn.	880,917	.4576	5,045	.4702	133	130	220,923	59,131	84,399	66,679	52,859	146,218	46,162	69,767	28,916
185. Bremerton, Wash.	86,389	.0449	2,969	.0504	96	85	23,215	5,500	9,308	3,077	4,284	13,817	5,761	5,846	4,065
186. Bristol-Johnson City-Kingsport, Tenn., Va.	207,162	.1077	3,517	.1099	80	79	46,955	7,836	27,597	12,906	14,817	40,101	16,097	19,837	5,418
20. Brockton, Mass.	252,450	.1311	3,768	.1287	99	101	68,390	19,128	20,588	15,973	9,899	40,397	15,324	16,871	8,796
187. Brownsville-Harlingen-McAllen, Tex.	232,970	.1211	2,641	.1459	86	55	55,966	13,099	29,358	15,315	10,634	41,709	14,524	22,221	6,875
21. Buffalo, N. Y.	1,501,178	.7799	4,030	.7588	101	104	369,942	141,476	202,243	124,419	77,354	249,254	84,977	98,536	45,626
188. Burlington, Vt.	80,549	.0418	4,525	.0379	95	105	18,050	4,162	11,686	5,646	5,772	13,629	4,238	4,095	1,747
189. Butte-Anaconda, Mont.	87,424	.0454	3,402	.0455	101	101	22,372	12,582	10,099	4,538	4,619	14,692	6,186	3,162	2,045
22. Canton, Ohio	422,376	.2194	4,542	.2026	108	117	107,268	30,200	45,673	28,511	28,406	79,046	28,458	29,385	11,680
23. Cedar Rapids, Iowa	173,611	.0902	4,642	.0783	113	130	31,488	10,718	20,153	13,007	13,951	29,966	10,575	17,311	6,166
190. Champaign-Urbana, Ill.	131,806	.0685	3,970	.0815	110	92	24,989	9,678	19,977	6,651	5,560	23,969	10,319	14,012	4,509
24. Charleston, S. C.	182,974	.0951	3,452	.0952	83	83	43,634	9,453	22,094	15,307	13,307	30,445	13,242	14,754	6,635
25. Charleston, W. Va.	330,900	.1719	3,777	.1797	93	89	85,583	17,941	53,971	20,019	16,854	65,504	22,126	16,338	9,673
26. Charlotte, N. C.	338,652	.1759	5,350	.1542	110	126	55,344	21,428	58,810	22,643	15,661	57,278	27,651	19,167	13,628
27. Chattanooga, Tenn.	308,499	.1602	3,847	.1512	91	97	73,068	17,084	40,869	21,908	18,073	50,693	24,466	19,966	8,973
191. Cheyenne, Wyo.	68,004	.0354	4,000	.0370	105	100	14,347	6,281	4,916	4,853	4,253	15,292	4,585	5,024	2,329
28. Chicago, Ill.	8,524,669	4.4282	4,492	4.5716	125	121	1,837,873	794,397	1,616,009	686,918	407,622	1,281,747	425,838	408,706	283,258
29. Cincinnati, Ohio	1,331,119	.6916	4,052	.6807	111	113	318,645	126,169	210,026	92,599	71,599	228,841	73,515	72,021	44,444
192. Clarksburg, W. Va.	85,580	.0445	3,770	.0444	93	93	20,695	4,068	10,975	7,217	4,173	15,061	6,083	5,886	3,850
30. Cleveland, Ohio	2,388,956	1.2410	4,762	1.2477	126	126	584,352	196,326	406,606	151,302	129,282	404,606	132,988	124,130	90,162
193. Colorado Springs, Colo.	172,443	.0896	4,648	.0720	107	134	33,022	13,032	14,000	11,937	10,561	28,510	14,681	20,230	7,065
31. Columbia, S. C.	188,322	.0968	4,225	.0944	92	94	35,736	9,957	23,671	15,346	15,639	39,824	14,047	9,326	5,418
32. Columbus, Ga.	177,481	.0923	3,433	.1223	88	67	41,068	11,064	25,426	14,576	11,389	32,351	13,975	5,358	5,695
33. Columbus, Ohio	865,049	.4493	4,684	.4459	121	122	188,811	70,384	149,117	60,243	39,578	147,888	57,131	54,850	30,988

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Before using these figures, read foreword, page 11.

Something **NEW** under Southern Wisconsin's Sun

THE ROCK COUNTY **Metropolitan Market**

FACTS ABOUT THIS COUNTY MARKET

84th in U.S. in Per Family Income!

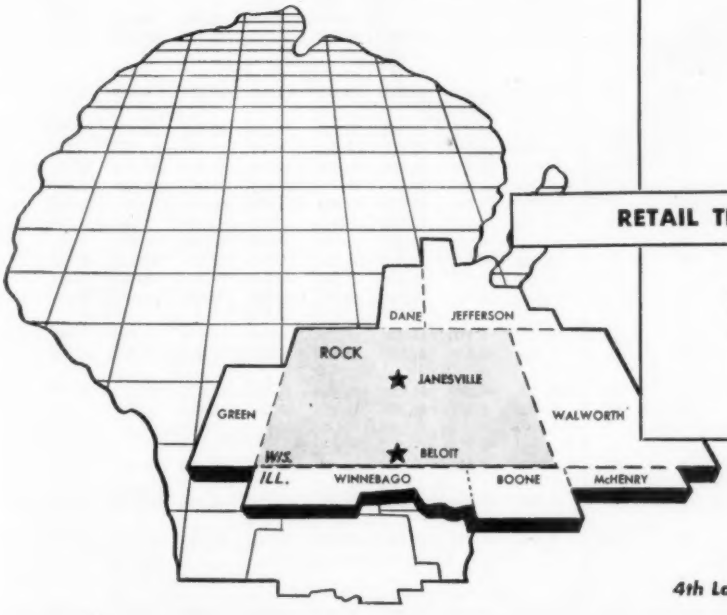
Rock County population (Beloit-Janesville)—102,300

Retail sales—$133,609,000 (5th in Wis., 178th in U.S.)

Per family retail sales—$4296 (6th in Wis., 82nd in U.S.)

Number of families—31,100

B–J Combination county circulation—27,635 (88% coverage)



RETAIL TRADING ZONE

Effective buying income—$334,000,000

Population—191,510

Number of families—51,723

News-Gazette circulation—40,824 (78.9% coverage)

The big B–J Combination gives 88.8% coverage of the Rock County Metropolitan Market.

4th Largest Newspaper Circulation in the State

SOURCE: 1957 SURVEY OF BUYING POWER

BELOIT NEWS • **JANESVILLE GAZETTE**

P. T. Brewer, Gen. Adv. Mgr.
Beloit, Wis. • EMerson 5-8811

Geo. W. Gressman, Adv. Dir.
Janesville, Wis. • PLeasant 4-3311

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 123, 126

AREAS	RETAIL SALES—SM ESTIMATES, 1956														
	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
34. Corpus Christi, Tex.	253,228	.1316	3,802	.1379	93	89	58,089	17,118	33,060	12,838	11,072	50,272	19,045	24,759	7,826
194. Cumberland, Md.	87,666	.0455	3,223	.0450	80	81	24,271	5,130	10,563	6,560	4,345	13,012	6,647	7,506	2,607
35. Dallas, Tex.	1,243,122	.6458	4,917	.5802	119	132	235,589	73,174	238,789	81,296	48,100	284,160	71,983	72,009	39,505
195. Danville, Ill.	113,141	.0588	3,675	.0563	104	108	25,652	7,962	14,189	6,399	6,348	20,644	7,964	10,845	4,089
196. Danville, Va.	85,636	.0445	3,114	.0490	74	68	18,879	4,921	13,024	4,840	3,181	15,668	8,660	7,023	2,295
36. Davenport-Rock Island-Moline, Iowa, Ill.	331,491	.1722	4,118	.1698	109	111	71,211	30,811	46,092	18,455	15,798	58,961	22,770	23,452	11,202
37. Dayton, Ohio	741,111	.3850	4,667	.3797	119	121	169,147	58,804	116,947	46,875	39,335	139,922	46,559	40,758	25,525
197. Daytona Beach, Fla.	134,831	.0701	4,294	.0578	101	123	27,130	15,521	12,539	9,631	8,536	21,946	11,780	9,505	6,589
38. Decatur, Ill.	155,957	.0810	4,332	.0743	111	121	32,975	12,959	23,194	8,966	8,050	32,204	11,034	9,512	3,406
39. Denver, Colo.	1,042,393	.5416	4,361	.4914	110	121	226,900	72,645	171,713	51,447	58,085	207,536	67,242	60,417	52,459
40. Des Moines, Iowa	349,756	.1817	4,255	.1713	114	121	67,936	22,616	52,066	21,750	17,909	76,236	25,796	22,428	12,586
41. Detroit, Mich.	4,758,632	2.4719	4,577	2.5096	117	115	1,093,140	357,639	682,109	309,933	245,752	1,007,817	315,264	263,066	203,163
42. Dubuque, Iowa	87,484	.0454	4,268	.0446	98	100	17,388	6,842	13,871	3,828	4,183	12,697	5,776	8,319	3,090
43. Duluth-Superior, Minn., Wisc.	307,128	.1596	3,741	.1546	93	101	760,010	24,061	45,036	21,399	15,760	53,677	19,629	16,541	8,982
44. Durham, N. C.	125,429	.0651	4,252	.0645	96	97	25,334	6,354	17,839	8,789	8,915	23,638	9,363	9,121	4,450
Easton, Pa. (See Allentown-Bethlehem-Easton)															
198. Eau Claire, Wisc.	115,644	.0601	3,947	.0571	93	97	20,615	9,148	17,331	9,365	4,785	20,053	8,743	9,864	2,722
45. El Paso, Tex.	284,996	.1480	4,020	.1586	92	85	62,815	18,033	48,795	21,355	18,406	52,508	17,199	17,325	9,001
199. Elkhart, Ind.	125,362	.0652	4,193	.0632	112	115	26,332	6,717	11,481	6,430	6,422	26,677	8,443	12,988	2,929
200. Elmira, N. Y.	115,426	.0600	3,886	.0559	98	105	27,893	8,263	12,042	9,982	6,792	21,348	5,983	10,272	2,954
Elyria, Ohio (See Lorain-Elyria)															
201. Enid, Okla.	78,846	.0410	4,990	.0329	109	136	20,544	3,433	9,910	4,648	3,403	11,657	8,599	8,831	2,870
46. Erie, Pa.	277,821	.1443	4,044	.1461	104	103	64,800	18,098	39,785	16,794	15,064	56,210	18,676	20,454	7,153
202. Eugene, Ore.	182,523	.0949	3,695	.0927	99	102	46,773	9,949	19,238	9,059	10,333	33,176	16,077	13,407	4,406
47. Evansville, Ind.	230,181	.1195	3,441	.1257	98	93	52,770	18,647	28,405	22,387	15,019	35,210	17,801	14,318	8,544
203. Everett, Wash.	138,849	.0722	3,032	.0772	95	89	36,182	8,297	13,621	5,615	6,991	24,627	11,880	13,012	3,147
48. Fall River-New Bedford, Mass.	410,829	.2134	3,426	.2193	93	91	105,900	29,667	38,033	38,174	23,615	63,939	23,268	20,983	13,382
204. Fargo, N. D.	103,933	.0540	5,413	.0443	110	134	14,905	6,670	12,629	7,693	4,388	22,176	5,744	17,928	2,673
205. Fayetteville, N. C.	128,130	.0655	4,570	.0667	94	82	25,457	6,907	18,279	8,979	7,728	27,798	10,712	5,303	2,856
49. Flint, Mich.	453,255	.2354	4,492	.2301	113	116	99,202	27,801	44,754	30,282	31,759	106,412	34,890	38,222	18,111
206. Florence-Sheffield-Tuscumbia-Muscle Shoals, Ala.	82,724	.0430	3,133	.0455	76	72	20,227	3,136	10,346	5,205	4,248	19,830	4,848	6,453	2,479
207. Fort Lauderdale, Fla.	336,481	.1747	5,274	.1380	113	143	71,684	38,751	26,493	33,227	24,079	62,586	19,217	21,310	13,555
50. Fort Smith, Ark.	95,214	.0494	4,534	.0396	99	123	18,800	5,980	12,643	6,497	4,323	22,186	8,209	7,954	2,842
51. Fort Wayne, Ind.	276,199	.1435	4,236	.1426	115	115	45,118	21,430	53,454	18,439	15,111	55,376	18,797	16,187	8,636
52. Fort Worth, Tex.	643,138	.3341	3,948	.3294	104	105	139,345	35,424	126,581	30,047	23,596	138,869	39,582	38,169	25,277
53. Fresno, Cal.	438,658	.2278	4,418	.2027	105	118	110,338	30,735	40,110	27,635	32,970	59,415	32,673	38,996	15,289
54. Gadsden, Ala.	86,161	.0448	3,077	.0489	80	73	23,745	2,932	10,635	5,986	5,457	17,084	6,960	5,946	2,594
208. Galesburg, Ill.	74,613	.0388	4,122	.0356	109	118	15,161	5,463	7,917	4,374	4,687	14,469	5,256	8,321	2,438
55. Galveston, Tex.	138,096	.0717	3,783	.0729	100	98	33,940	14,665	13,203	11,093	7,641	17,238	10,924	10,181	5,740
209. Gastonia, N. C.	107,644	.0559	3,388	.0601	81	75	29,334	3,357	16,944	5,315	6,348	21,337	8,192	5,562	3,301
56. Grand Rapids, Mich.	444,979	.2311	4,410	.2142	109	118	99,114	24,755	69,500	26,932	22,504	79,836	32,181	35,484	21,902
210. Great Falls, Mont.	92,481	.0480	4,383	.0446	118	127	16,620	8,417	13,035	5,372	6,347	18,900	5,705	8,287	2,749
57. Green Bay, Wisc.	145,128	.0754	4,854	.0665	103	117	34,459	12,522	20,972	9,324	8,071	21,895	7,095	10,440	3,404
58. Greensboro-High Point, N. C.	327,763	.1702	5,651	.1412	108	130	62,192	12,809	81,802	22,265	16,300	52,515	21,091	17,731	9,217
59. Greenville, S. C.	202,751	.1053	3,720	.1059	90	90	44,635	7,769	32,780	12,177	13,723	39,139	16,780	13,748	6,304
Gulfport, Miss. (See Biloxi-Gulfport)															
211. Hagerstown, Md.	102,954	.0535	4,219	.0472	93	106	21,439	7,942	12,321	6,721	4,627	20,103	6,965	8,910	2,821
60. Hamilton-Middletown, Ohio	218,182	.1134	4,462	.1101	109	112	48,220	17,184	23,053	12,254	13,379	40,588	14,149	25,213	5,681
61. Hampton-Newport News-Warwick, Va.	185,014	.0961	3,831	.1038	95	88	46,651	10,944	19,690	12,351	14,255	36,863	12,787	7,963	5,782
Harlingen, Tex. (See Brownsville-Harlingen-McAllen)															
62. Harrisburg, Pa.	388,508	.2018	4,060	1997	104	105	77,176	30,694	52,865	26,638	19,945	79,535	26,811	23,196	12,268
63. Hartford-New Britain, Conn.	877,258	.4557	4,825	.4671	126	123	187,701	64,525	123,304	61,496	52,252	146,917	52,135	44,873	33,059
Hazleton, Pa. (See Wilkes-Barre Hazleton)															
High Point, N. C. (See Greensboro-High Point)															

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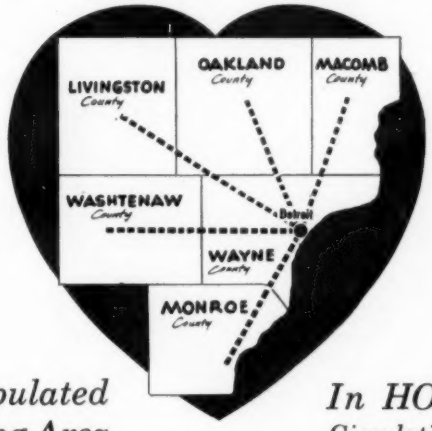
Before using these figures, read foreword, page 11.

92.8% OF THE DETROIT TIMES TOTAL DAILY CIRCULATION IS CONCENTRATED IN THIS

FIVE BILLION DOLLAR RETAIL MARKET

The Heart of the Michigan Market

The Source of Approximately 98% of All Detroit Area Retail Business



In this Heavily Populated Detroit Retail Trading Area

The Detroit Times

LEADS

The Morning Paper by

30,734
DAILY CIRCULATION

56,904
SUNDAY CIRCULATION

In HOME-DELIVERED Circulation in these Six Counties

The Detroit Times

LEADS

The Morning Paper by

75,566
HOME-DELIVERED DAILY

68,667
HOME-DELIVERED SUNDAY

The Above Figures from the Latest Audit Bureau of Circulations Reports

Detroit Times

★ Second Largest A.B.C. Recognized Evening Home-Delivered Paper in America ★

Represented Nationally by HEARST ADVERTISING SERVICE INC.

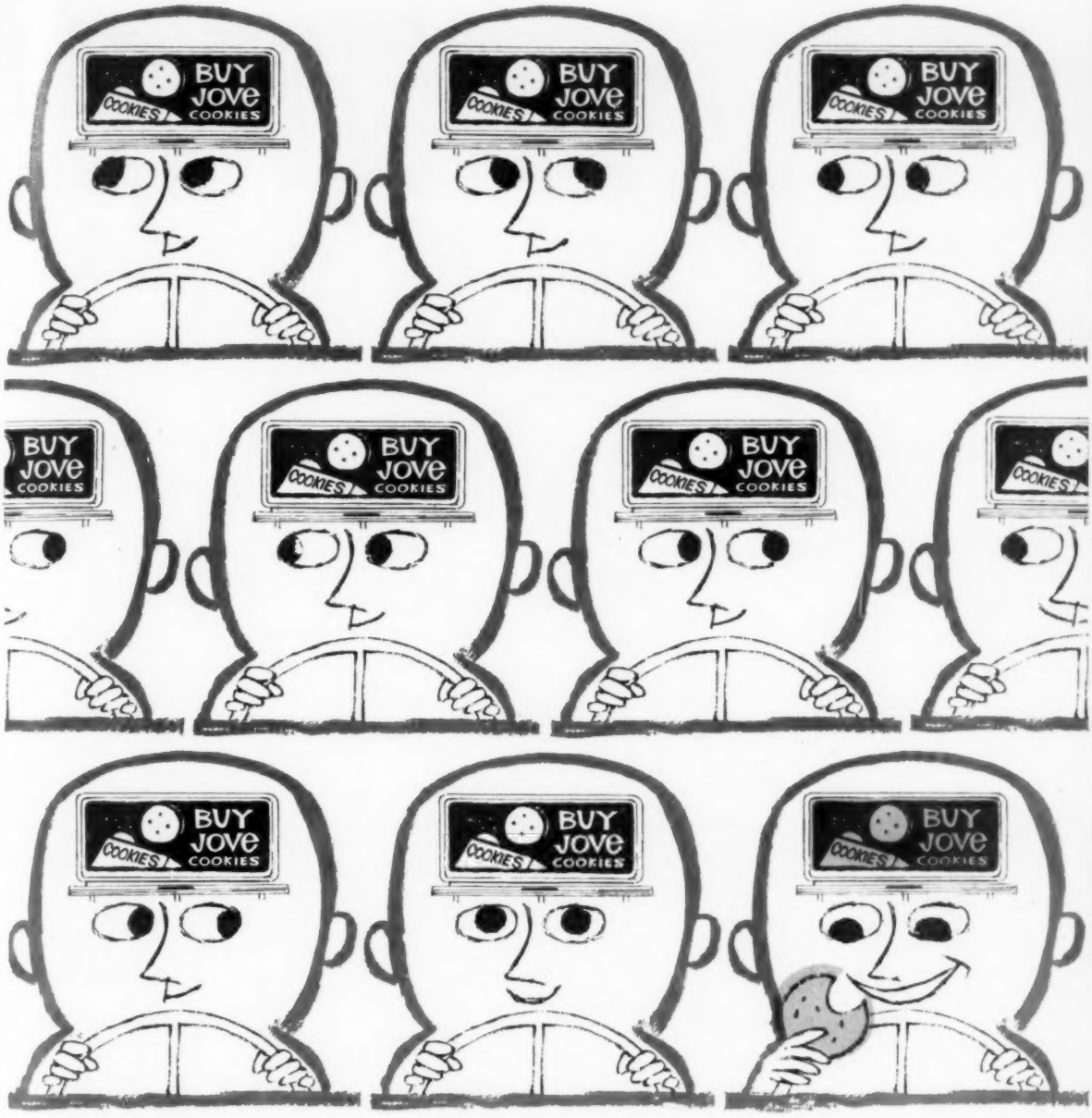
Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 123, 126

AREAS	RETAIL SALES—SM ESTIMATES, 1956													
	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Holyoke, Mass. (See Springfield-Holyoke)															
Hopewell, Va. (See Petersburg-Hopewell)															
64. Houston, Tex.	1,409,543	.7322	4,157	.7307	109	109	327,077	84,394	193,290	94,362	84,122	270,113	96,675	91,179	45,828
65. Huntington-Ashland, W. Va., Ky.	262,376	.1363	3,594	.1367	88	88	64,270	14,507	41,727	18,122	15,771	47,369	17,207	16,828	7,676
212. Hutchison, Kans.	72,936	.0379	3,779	.0348	99	108	14,254	3,687	10,592	4,221	4,070	15,989	4,317	7,544	2,196
66. Indianapolis, Ind.	911,459	.4735	4,615	.4556	123	128	168,797	71,499	179,261	41,056	49,329	182,465	58,203	48,668	43,829
67. Jackson, Mich.	150,250	.0780	4,174	.0737	101	107	33,953	11,342	15,117	10,591	7,811	29,725	11,669	11,995	5,819
68. Jackson, Miss.	183,056	.0951	4,077	.0903	93	98	38,202	9,301	27,279	14,288	9,172	42,979	13,579	10,168	6,233
69. Jacksonville, Fla.	533,422	.2771	4,618	.2416	100	114	127,419	32,532	53,018	37,195	28,633	127,173	30,055	25,321	18,968
213. Jamestown, N. Y.	160,671	.0835	3,375	.0809	93	96	39,560	13,173	17,031	11,059	6,752	29,182	11,361	12,236	4,018
Janesville, Wisc. (See Beloit-Janesville)															
Johnson City, Tenn. (See Bristol-Johnson City-Kingsport)															
70. Johnstown, Pa.	250,168	.1300	3,167	.1424	82	75	60,992	14,991	46,697	10,928	10,658	45,811	18,308	15,699	4,991
214. Joplin, Mo.	127,968	.0665	3,384	.0599	90	100	25,625	6,862	14,413	5,624	4,639	29,707	12,029	9,130	3,374
71. Kalamazoo, Mich.	193,103	.1003	4,216	.0964	106	111	40,482	11,884	19,381	11,707	13,145	39,384	13,546	18,821	8,488
215. Kankakee, Ill.	99,114	.0515	4,610	.0479	96	103	22,555	8,029	10,848	4,508	5,775	18,329	7,276	11,082	2,324
72. Kansas City, Mo.	1,370,978	.7121	4,286	.6735	117	124	251,169	85,911	310,734	86,727	60,797	247,300	71,804	97,928	69,216
Kennewick, Wash. (See Pasco-Kennewick-Richland)															
73. Kenosha, Wisc.	96,719	.0503	3,778	.0529	106	100	25,419	9,190	7,764	6,131	5,725	15,002	6,768	8,748	3,040
Kingsport, Tenn. (See Bristol-Johnson City-Kingsport)															
74. Knoxville, Tenn.	376,362	.1956	3,833	.1926	89	91	90,020	20,551	62,736	17,996	17,791	71,041	30,708	22,413	12,073
216. Kokomo, Ind.	70,932	.0369	3,733	.0376	103	101	15,838	4,343	9,198	4,155	3,929	13,677	3,672	7,074	2,060
217. La Crosse, Wisc.	96,063	.0499	4,510	.0452	103	114	19,578	9,081	14,049	6,375	4,930	14,036	5,566	7,059	1,801
218. Lafayette, Ind.	91,858	.0477	3,843	.0528	105	95	18,218	7,977	13,547	7,241	4,624	14,790	6,218	6,822	4,433
219. Lake Charles, La.	131,840	.0685	3,778	.0685	94	94	25,310	9,239	17,098	8,268	6,118	25,478	12,525	13,693	4,165
220. Lakeland, Fla.	177,653	.0923	3,854	.0846	88	96	44,112	8,605	12,895	11,835	10,733	37,358	14,242	13,405	5,600
75. Lancaster, Pa.	298,780	.1552	4,299	.1600	111	108	58,569	16,622	39,157	14,962	15,365	57,972	18,658	21,260	6,167
76. Lansing, Mich.	286,163	.1486	4,661	.1436	116	120	58,931	16,983	41,966	17,844	10,807	62,498	20,583	23,175	9,930
77. Laredo, Tex.	50,371	.0262	3,381	.0261	86	86	11,815	2,226	7,868	8,386	1,929	7,158	3,460	3,092	1,582
221. Las Vegas, Nev.	166,467	.0865	4,451	.0835	119	124	36,921	16,027	14,741	13,095	8,577	29,695	17,462	9,221	6,571
222. Lawton, Okla.	72,863	.0378	3,554	.0390	89	86	14,229	4,648	8,497	4,494	3,936	16,938	4,745	7,193	2,707
223. Lebanon, Pa.	98,544	.0512	4,089	.0487	98	103	21,675	5,026	9,511	4,900	5,622	26,585	6,934	5,167	1,780
224. Lewiston-Auburn, Me.	99,671	.0518	4,119	.0499	100	104	25,716	4,947	12,582	7,820	4,256	17,384	5,910	4,138	2,028
78. Lexington, Ky.	138,586	.0720	4,017	.0689	98	101	25,719	7,770	22,559	13,308	7,013	20,747	8,720	10,776	5,190
79. Lima, Ohio	133,040	.0691	4,449	.0633	107	117	29,464	8,629	22,942	7,053	6,821	22,388	8,957	11,250	3,390
80. Lincoln, Neb.	167,323	.0869	3,727	.0880	105	104	27,207	10,410	36,606	11,552	8,601	25,094	12,107	14,712	6,349
81. Little Rock-North Little Rock, Ark.	259,490	.1348	3,564	.1349	94	94	53,189	17,236	44,828	13,890	12,580	55,235	17,026	14,462	8,811
Long Beach, Cal. (See Los Angeles-Long Beach)															
82. Lorain-Elyria, Ohio	226,709	.1178	4,027	.1243	108	103	59,071	16,985	22,249	14,389	14,562	44,652	15,238	18,424	6,445
83. Los Angeles-Long Beach, Cal.	8,485,175	4.4078	4,201	4.1097	121	127	1,997,454	649,266	1,089,490	554,672	560,929	1,553,792	635,754	44,355	287,483
84. Louisville, Ky.	802,712	.4169	3,863	.4149	101	102	180,043	67,591	106,796	55,494	38,139	157,931	50,193	46,836	33,631
85. Lubbock, Tex.	186,159	.0967	4,062	.1017	106	101	33,701	6,845	27,018	10,252	9,345	44,301	12,270	23,410	5,088
225. Lynchburg, Va.	97,568	.0506	4,517	.0447	92	104	19,996	4,853	15,070	5,973	7,411	16,424	6,382	8,004	3,645
McAllen, Tex. (See Brownsville-Harlingen-McAllen)															
86. Macon, Ga.	173,901	.0903	3,764	.0882	91	93	39,112	9,547	23,249	13,039	8,529	33,425	13,371	12,264	6,396
87. Madison, Wisc.	250,680	.1302	4,677	.1283	114	116	50,079	22,073	26,166	19,517	12,684	41,579	15,593	28,654	10,463
88. Manchester, N. H.	206,702	.1074	4,262	.1030	107	112	54,774	10,034	21,405	15,391	10,337	32,300	13,488	10,357	4,200
226. Manitowoc-Two Rivers, Wisc.	77,861	.0405	3,798	.0400	96	97	17,004	7,395	8,805	2,874	4,259	13,685	4,290	7,236	1,210
227. Mansfield, Ohio	144,734	.0752	4,684	.0699	113	122	41,280	11,669	18,098	8,292	7,852	25,806	9,593	9,725	3,623
228. Marion, Ind.	70,397	.0366	3,384	.0374	93	91	16,063	4,934	7,744	4,628	3,680	13,270	5,661	7,596	2,465
229. Mason City, Iowa	73,072	.0379	4,714	.0322	110	129	12,463	4,410	8,812	4,853	5,269	12,807	4,047	7,658	2,018
89. Memphis, Tenn.	892,869	.3600	4,442	.3344	103	111	147,129	32,681	143,209	46,049	30,675	139,230	40,275	33,012	20,149
90. Miami, Fla.	1,378,960	.7153	5,837	.5711	126	158	300,057	150,258	127,374	138,265	82,728	249,417	79,798	97,769	51,868
230. Middletown, Conn.	97,275	.0505	4,567	.0496	111	113	21,379	6,109	9,111	5,565	4,744	20,230	6,389	8,237	3,485
Middletown, Ohio (See Hamilton-Middletown)															
231. Midland, Tex.	82,311	.0427	5,838	.0380	138	155	18,505	4,612	4,531	7,277	4,451	21,479	5,826	6,306	3,186

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Before using these figures, read foreword, page 11



Osmosis in action...

Same driver, same poster copy . . . all over town. Here he is, driving down accustomed streets and seeing your OUTDOOR sales message over and over.

Matter of fact, he sees it 22 times per month!* And as knowing folks know, it takes repetition—*constant repetition*—to get any message planted. *Outdoor has the highest repetition of any medium.*

Add flexibility and the lowest cost per M—OUTDOOR adds up to a remarkable buy, locally or nationally. For further information, and some interesting success stories, call or write your local General Outdoor Advertising office. Or, write us in Chicago.



*Traffic Audit Bureau

General Outdoor Advertising Co.
515 South Loomis Street, Chicago 7, Illinois

Summary of Data for Metropolitan County Areas—(Cont'd)

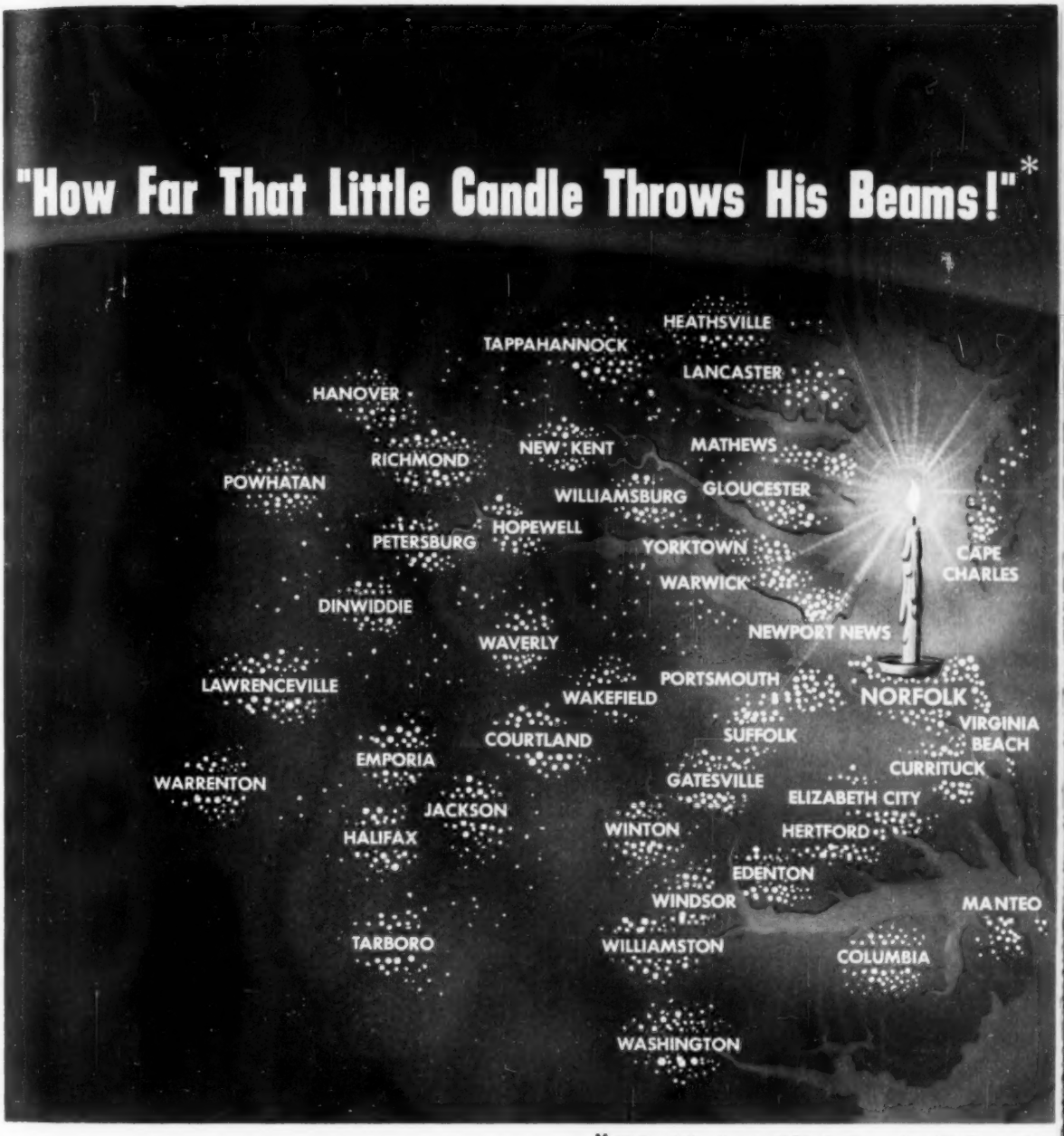
See explanation of "Metropolitan County Areas," pages 123, 126

AREAS	RETAIL SALES—SM ESTIMATES, 1956														
	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
91. Milwaukee, Wisc.	1,451,481	.7541	4,447	.7528	116	116	325,259	133,467	226,763	95,464	72,011	240,304	110,560	78,535	42,318
92. Minneapolis-St. Paul, Minn.	1,672,761	.8689	4,274	.8565	112	113	349,316	123,745	338,557	117,226	87,600	267,032	97,933	108,560	58,344
93. Mobile, Ala.	271,029	.1408	3,595	.1405	87	87	68,131	15,555	34,017	20,445	15,493	52,059	16,844	14,083	12,460
232. Modesto, Cal.	205,817	.1070	4,584	.0896	104	124	43,886	11,577	18,429	12,228	9,929	32,074	15,621	23,918	6,641
Moline, Ill. (See Davenport-Rock Island-Moline)															
233. Monroe-West Monroe, La.	102,222	.0531	4,056	.0482	93	103	20,525	6,011	13,938	8,096	6,749	18,761	7,313	8,714	2,937
94. Montgomery, Ala.	176,821	.0919	3,965	.0878	93	98	33,663	9,833	24,515	14,761	9,911	38,301	11,913	8,691	5,013
95. Muncie, Ind.	115,162	.0598	3,407	.0648	101	93	26,328	8,459	12,314	7,145	7,834	21,985	7,484	10,033	3,781
Muscle Shoals, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)															
234. Muskegon, Mich.	166,096	.0862	3,927	.0810	96	102	44,898	9,917	21,616	7,542	9,011	32,246	12,590	13,383	6,665
96. Nashville, Tenn.	447,177	.2323	4,350	.2181	101	108	95,322	24,530	64,212	45,173	19,983	86,376	33,172	25,374	12,369
New Bedford, Mass. (See Fall River-New Bedford)															
New Britain, Conn. (See Hartford-New Britain)															
236. New Castle, Pa.	107,046	.0556	3,453	.0615	97	88	29,068	5,805	11,258	6,096	8,453	18,414	8,112	7,392	2,981
97. New Haven-Waterbury, Conn.	842,299	.4376	4,672	.4351	120	121	201,288	65,710	80,611	79,479	54,617	137,838	47,013	47,338	28,448
237. New London-Norwich, Conn.	215,321	.1118	4,449	.1054	108	114	48,819	13,110	19,214	11,996	11,203	34,527	14,097	13,814	5,575
98. New Orleans, La.	885,819	.4601	3,726	.4647	96	95	174,462	87,033	179,029	73,640	52,132	130,034	54,811	43,137	38,072
99. New York-N.E. New Jersey	17,498,328	9.0899	3,969	9.8542	115	107	4,533,318	1,896,510	2,047,155	1,998,683	1,121,303	2,081,442	660,788	728,254	458,132
A. New York Portion	12,951,764	6.7281	3,966	7.1659	114	107	3,369,447	1,495,824	1,538,963	1,590,609	840,554	1,360,835	425,742	474,548	339,638
B. New Jersey Portion	4,546,564	2.3618	3,977	2.6882	119	104	1,163,871	400,686	508,172	4,080,074	280,749	720,607	235,046	253,706	118,494
235. Newark, Ohio	96,538	.0502	4,022	.0467	102	109	23,359	6,507	7,618	5,184	3,918	16,854	7,277	10,214	2,586
Newburgh, N. Y. (See Poughkeepsie-Newburgh-Beacon)															
Newport News, Va. (See Hampton-Newport News-Warwick)															
100. Norfolk-Portsmouth, Va.	560,312	.2911	3,778	.3135	98	91	126,903	41,788	73,132	52,294	36,543	98,850	32,445	21,084	18,744
North Little Rock, Ark. (See Little Rock-North Little Rock)															
Norwalk, Conn. (See Bridgeport-Stamford-Norwalk)															
Norwich, Conn. (See New London-Norwich)															
Oakland, Cal. (See San Francisco-Oakland)															
238. Odessa, Tex.	104,954	.0545	4,624	.0524	114	119	23,003	4,674	10,289	7,543	6,588	22,214	8,251	7,215	2,789
101. Ogden, Utah	109,211	.0567	3,677	.0574	94	93	26,994	5,867	9,846	9,503	7,676	15,666	8,223	12,137	3,967
102. Oklahoma City, Okla.	531,761	.2762	4,158	.2557	108	117	111,849	35,113	88,582	35,623	27,327	105,329	35,763	34,996	21,076
103. Omaha, Neb.	511,693	.2659	4,080	.2554	105	109	101,228	50,529	66,141	35,249	28,753	99,765	31,978	42,276	18,193
Ontario, Cal. (See San Bernardino-Riverside-Ontario)															
104. Orlando, Fla.	265,293	.1378	4,429	.1182	102	119	51,040	16,668	42,742	19,078	14,795	52,182	19,861	20,712	8,058
239. Oshkosh, Wisc.	116,306	.0604	3,877	.0599	100	100	25,957	11,022	19,646	5,319	6,687	15,722	6,957	9,592	2,876
240. Paducah, Ky.	68,138	.0354	2,759	.0390	85	77	16,207	5,354	8,841	4,228	2,804	13,016	5,198	2,797	2,886
241. Pasco-Kennewick-Richland, Wash.	95,207	.0495	3,388	.0582	109	92	25,013	6,122	8,324	4,550	4,258	16,369	9,030	8,182	5,088
Pawtucket, R. I. (See Providence-Pawtucket)															
242. Pensacola, Fla.	168,712	.0876	4,056	.0809	87	95	41,626	11,802	16,446	13,955	10,288	38,434	10,838	7,894	5,173
105. Peoria, Ill.	355,701	.1847	4,180	.1812	112	114	77,118	28,577	53,727	19,206	20,804	66,863	23,486	25,511	10,552
243. Petersburg-Hopewell, Va.	102,913	.0535	4,455	.0503	87	92	26,093	5,282	10,863	6,759	5,576	17,684	8,818	5,959	3,143

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Before using these figures, read foreword, page 11.

"How Far That Little Candle Throws His Beams!"*



"The Merchant of Venice"... Act V, Scene 1

Actually, there is no aerial photograph available showing the coverage area of WTAR Radio and WTAR-TV. It would have to be taken from an immense altitude and, militarily, Norfolk is far too strategic an area for such pictures to be released.

For you who are planning sales campaigns, the dominance of WTAR and WTAR-TV in Tidewater Virginia make them "musts" on your schedules. For a complete listing of the counties covered, see page 727.

Write WTAR Corporation or Edward Petry for latest set-counts.

CBS TELEVISION

WTAR-TV CHANNEL 3 NORFOLK, VA.

Dominant in Tidewater Virginia
REPRESENTATIVE:
Edward Petry & Company, Inc.

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 123, 126

AREAS	RETAIL SALES—SM ESTIMATES, 1956														
	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
106. Philadelphia, Pa.	4,839,015	2.5138	3,998	2.7258	109	101	1,095,641	428,994	799,161	380,315	258,203	759,840	228,774	224,817	145,399
107. Phoenix, Ariz.	583,344	.3030	3,861	.2930	95	98	134,193	43,809	55,721	30,850	39,833	104,615	49,147	52,291	23,105
108. Pittsburgh, Pa.	2,617,236	1.3596	3,870	1.4392	103	97	697,365	1,931,144	416,436	176,808	152,354	433,221	146,644	134,310	84,400
109. Pittsfield, Mass.	171,135	.0889	4,114	.0849	103	108	42,857	10,985	19,868	13,428	8,898	29,034	9,468	9,321	5,008
Port Arthur, Tex. (See Beaumont-Port Arthur)															
244. Port Huron, Mich.	118,788	.0617	3,783	.0593	95	99	32,837	7,679	10,625	6,257	5,140	22,037	9,515	12,301	3,916
110. Portland, Me.	232,559	.1208	4,605	.1086	105	119	52,575	11,782	34,613	13,945	9,990	38,266	13,920	9,080	9,128
111. Portland, Ore.	1,013,646	.5265	3,701	.5007	104	109	242,010	73,167	172,679	50,137	47,888	174,162	63,412	57,849	26,305
245. Portsmouth, Ohio	93,653	.0487	2,992	.0522	82	77	22,343	6,996	11,384	6,587	5,540	18,286	8,715	4,262	2,296
Portsmouth, Va. (See Norfolk-Portsmouth)															
246. Poughkeepsie-Newburgh-Beacon, N. Y.)	397,208	.2063	4,509	.1830	99	112	98,245	32,407	40,036	24,590	18,362	72,887	21,303	26,005	10,061
Providence-Pawtucket, R. I.	809,162	.4204	3,892	.4345	105	102	181,338	58,204	106,712	70,809	36,464	137,253	45,406	42,525	31,146
2 47. Provo, Utah	81,481	.0423	3,122	.0466	77	70	18,765	3,780	12,931	3,640	4,091	16,229	8,597	5,640	3,378
113. Pueblo, Colo.	114,425	.0595	3,752	.0560	88	94	29,249	8,231	12,277	7,434	7,450	23,692	6,877	7,816	3,433
248. Quincy, Ill.	71,874	.0374	3,297	.0378	94	93	15,960	6,698	10,328	3,983	4,885	10,325	3,437	7,045	2,632
114. Racine, Wisc.	149,276	.0775	4,090	.0810	112	107	38,239	11,591	12,560	8,809	8,877	24,380	10,424	15,121	5,186
115. Raleigh, N. C.	202,399	.1050	5,150	.0924	98	111	41,445	10,734	32,308	13,525	9,993	39,192	14,938	11,516	6,438
249. Rapid City, S. D.	74,856	.0389	4,090	.0340	98	112	12,803	6,046	5,869	3,615	3,136	21,119	5,693	9,976	2,649
116. Reading, Pa.	306,647	.1593	3,967	.1658	108	103	74,102	22,571	38,429	20,294	17,942	56,641	16,596	18,624	6,784
250. Reno, Nev.	136,083	.0707	5,718	.0599	140	165	21,503	17,610	14,857	9,739	7,648	25,362	10,130	6,572	10,882
Richland, Wash. (See Pasco-Kennewick-Richland)															

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Before using these figures, read foreword, page 11.



Sample No. E-56
Size closed
3" x 4⅜"

Not just during the Holiday Season . . . .

but all through the year, give memo books to your customers—distribute them at meetings, conventions and your trade shows. Have your salesmen give them out on their calls or insert them with your mail.

With your ad gold-stamped on the front cover and additional advertising copy printed on the inside of the cover, these memo books put your name right in the hands of the people you want to remember you.

Available in various colors and grains of genuine and imitation leather. Tell us how many you can use and we'll send a sample and give you full cost information by return mail.

ADVERTISING CORPORATION OF AMERICA

Manufacturers • • • • Easthampton, Mass.

Here's a Market Well Worth Wooing —and a Sure-Fire Way to Do It!

One of the ground rules for successful courtship (they tell us) is to first establish a target worthy of your best efforts. From then on it's purely a matter of salesmanship.

When you wax romantic with your Delaware Valley advertising, it likewise pays to pinpoint the market with the most to offer in return. Such a market lies east of the Delaware River in the Camden-Trenton area. Here dwells a populace with Effective Buying Income totaling nearly $1.8 billion. That's $7144 per family—24.5% higher than the U.S. average. Last year these flush folks accounted for nearly $1.1 billion in retail sales. On a per-family basis, they bought $4622 worth of retail goods—18.8% above the norm for the nation. Some target.

As for courting, the only proper approach is the *local* one: through the local dailies these people use most regularly as shopping guides —the TRENTON TIMES and CAMDEN COURIER-POST. They're the key dailies serving the area—and they cover 85% of it in the process, as the ABC breakdown below clearly shows.

Eighty of the country's top 100 newspaper advertisers use this approach. To use any other in this market would be like asking a casual acquaintance to propose to your best girl for you.

The TRENTON area

City and trading zone population:
383,557 (1950 Census) . . . up 24% since 1940

ABC circulation breakdown (6 months ending Sept 30, 1956)

	Total	City Zone	Trading Zone	City and Trading Zone	Other
TRENTON TIMES (E)	64,492	49,965	13,272	63,237	1,255
TRENTON TIMES-ADVERTISER (S)	64,365	49,886	12,472	62,358	2,007

Comparative coverage in city zone households:

		Circulation	% Coverage
TRENTON TIMES (E)		49,965	100.0
Philadelphia Evening Daily	(ABC Audit 9/30/55)	685	2.1

ROP color available

The CAMDEN area

City and trading zone population:
565,634 (1950 Census) . . . up 21% since 1940

ABC circulation breakdown (6 months ending Sept 30, 1956)

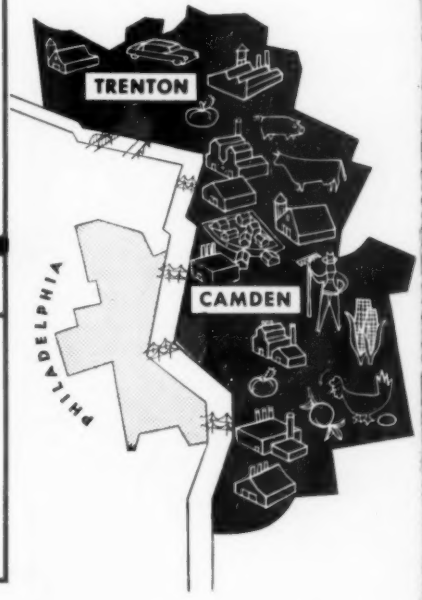
	Total	City Zone	Trading Zone	City and Trading Zone	Other
CAMDEN COURIER-POST (E)	77,080	51,523	23,629	75,152	1,928

Comparative coverage in city zone households:

		Circulation	% Coverage
CAMDEN COURIER-POST (E)		51,523	77.4
Philadelphia Evening Daily	(ABC Audit 9/30/55)	20,821	31.4

ROP color available

It pays to cross the DELAWARE!



Represented by:
GEORGE A. McDEVITT CO., INC.
New York • Chicago
Philadelphia
Pittsburgh • Detroit • Los Angeles

CAMDEN COURIER-POST
Established 1875

TRENTON TIMES
Established 1883

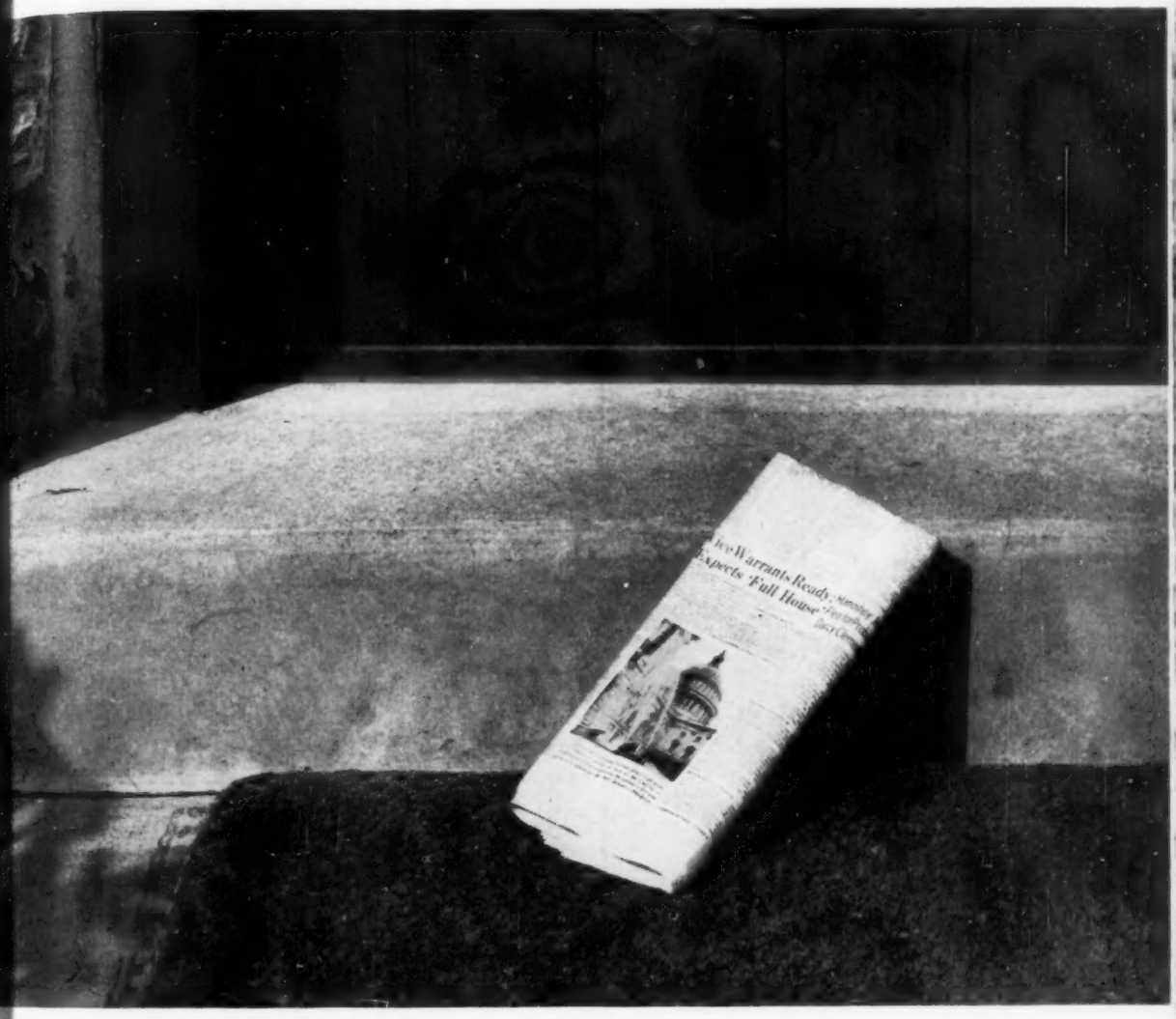
Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 123, 126

AREAS	RETAIL SALES—SM ESTIMATES, 1956														
	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
117. Richmond, Va.	448,262	.2318	4,384	.2293	105	106	94,039	25,969	95,984	26,696	20,827	64,814	29,037	19,038	15,383
251. Richmond, Ind.	88,582	.0460	3,786	.0462	101	100	18,786	5,736	8,944	5,366	6,060	17,674	6,348	6,289	3,187
Riverside, Cal. (See San Bernardino-Riverside-Ontario)															
118. Roanoke, Va.	176,439	.0917	4,444	.0869	101	107	36,048	9,735	24,684	15,810	10,754	31,094	11,998	7,613	6,383
119. Rochester, N. Y.	680,497	.3535	4,024	.3506	108	109	156,183	49,665	102,344	50,880	38,629	129,785	34,328	38,594	21,276
120. Rockford, Ill.	255,494	.1327	4,459	.1251	117	124	51,512	23,158	30,900	16,391	18,322	45,602	16,207	25,560	8,081
Rock Island, Ill. (See Davenport-Rock Island-Moline)															
Rome, N. Y. (See Utica-Rome)															
121. Sacramento, Cal.	588,330	.3046	4,574	.2904	120	126	154,410	45,734	70,583	31,795	50,572	84,556	41,276	43,039	18,340
122. Saginaw, Mich.	206,497	.1072	3,971	.1058	99	100	40,284	13,493	24,462	16,327	10,504	49,741	13,915	17,748	7,734
123. St. Joseph, Mo.	114,492	.0595	3,523	.0598	98	98	24,944	8,584	14,390	8,530	8,358	21,033	6,400	6,516	5,583
124. St. Louis, Mo.	2,288,574	1.1889	3,844	1.2327	108	104	550,531	189,494	350,690	129,468	123,324	401,554	153,231	132,174	80,833
St. Paul, Minn. (See Minneapolis-St. Paul)															
St. Petersburg, Fla. (See Tampa-St. Petersburg)															
252. Salem, Ore.	147,309	.0764	3,720	.0704	91	99	29,612	8,505	15,846	7,158	8,258	27,307	14,421	14,192	5,838
125. Salt Lake City, Utah	442,765	.2300	4,622	.2077	106	118	90,170	26,578	74,200	23,061	24,254	83,055	33,687	25,954	17,178
126. San Angelo, Tex.	59,068	.0463	4,123	.0446	101	105	19,010	5,057	10,830	4,511	5,026	19,867	6,030	6,414	2,658
127. San Antonio, Tex.	612,352	.3180	3,913	.3103	88	90	135,489	42,837	95,126	50,049	25,376	113,006	41,626	33,161	18,162
128. San Bernardino-Riverside-Ontario, Cal.	783,956	.4073	3,554	.3941	97	101	183,733	61,580	74,678	38,101	43,271	127,102	89,242	61,624	24,410
129. San Diego, Cal.	1,002,462	.5207	3,480	.5680	110	100	229,630	77,933	120,680	64,627	65,649	186,836	77,128	56,509	32,461
130. San Francisco-Oakland, Cal.	3,536,965	1.8374	3,995	1.9589	124	116	880,673	353,728	455,192	259,107	231,427	554,764	233,383	148,033	115,418
131. San Jose, Cal.	634,608	.3298	4,210	.3256	112	114	163,144	42,729	61,001	44,912	44,306	98,983	51,636	45,246	21,354
132. Santa Barbara, Cal.	157,866	.0820	4,361	.0773	117	124	36,838	12,413	8,938	12,854	11,562	24,002	13,280	16,830	5,827
133. Savannah, Ga.	178,611	.0928	3,683	.0909	93	95	40,263	12,121	23,058	16,314	11,118	31,879	14,137	7,447	5,882
Schenectady, N. Y. (See Albany-Schenectady-Troy)															
134. Scranton, Pa.	241,179	.1253	3,295	.1330	89	83	64,062	18,329	36,131	19,858	15,933	36,324	12,048	9,072	6,203
135. Seattle, Wash.	1,129,831	.5869	4,252	.5699	123	127	239,252	89,767	222,723	61,888	50,897	161,127	74,285	56,054	36,855
253. Sheboygan, Wisc.	95,103	.0494	3,730	.0501	100	99	21,086	8,271	16,736	3,161	3,985	13,636	6,620	10,226	2,254
Sheffield, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)															
136. Shreveport, La.	288,809	.1501	3,908	.1447	95	99	66,154	17,243	32,720	25,347	16,225	56,851	19,301	19,977	9,917
137. Sioux City, Iowa	154,502	.0803	4,256	.0736	108	118	27,948	10,790	27,100	8,260	6,175	31,689	9,319	15,227	5,182
138. Sioux Falls, S. D.	106,490	.0554	4,096	.0507	102	111	17,452	6,572	15,288	5,991	4,766	22,926	6,439	12,476	3,596
139. South Bend, Ind.	273,067	.1419	3,746	.1676	115	98	57,732	20,394	40,146	19,091	16,983	51,528	18,837	19,668	8,945
254. Spartanburg, S. C.	121,375	.0631	2,897	.0729	77	68	29,170	4,415	15,464	6,882	7,496	23,717	10,197	7,941	4,447
140. Spokane, Wash.	338,221	.1757	3,856	.1761	111	111	73,170	20,968	58,334	17,849	17,634	56,004	20,950	19,245	10,741
141. Springfield, Ill.	195,726	.1017	4,311	.0930	112	123	37,689	18,651	27,921	12,695	12,272	31,151	14,626	17,638	7,361
142. Springfield-Holyoke, Mass.	602,034	.3127	4,294	.3089	107	109	133,281	40,386	85,421	44,286	31,112	96,867	28,868	44,820	20,727
143. Springfield, Mo.	133,351	.0693	3,367	.0667	94	98	26,284	7,681	18,183	8,616	8,359	25,579	10,248	11,129	5,681
144. Springfield, Ohio	186,335	.0864	4,412	.0804	109	118	38,304	10,444	19,372	8,661	8,425	31,533	12,208	12,198	5,538
Stamford, Conn. (See Bridgeport-Stamford-Norwalk)															
Steubenville, Ohio (See Wheeling-Steubenville)															
145. Stockton, Cal.	296,971	.1543	4,261	.1464	107	113	64,882	24,013	29,383	18,716	16,061	54,621	21,893	27,735	9,297
146. Syracuse, N. Y.	490,057	.2545	4,287	.2376	104	112	115,969	43,726	69,744	38,369	20,338	95,351	25,917	28,059	13,678
147. Tacoma, Wash.	321,283	.1669	3,492	.1856	102	91	76,180	23,211	45,277	14,534	18,180	50,316	23,349	18,182	11,030
148. Tampa-St. Petersburg, Fla.	766,145	.4084	4,218	.3481	100	117	161,983	64,209	114,546	48,729	38,099	147,698	48,970	58,606	29,241
255. Temple, Tex.	82,696	.0430	3,282	.0510	86	73	17,920	5,268	10,559	4,970	4,125	19,379	6,596	6,010	3,374
149. Terre Haute, Ind.	124,490	.0646	3,567	.0653	103	102	24,726	8,572	28,433	5,747	5,739	24,045	7,837	6,760	4,461
256. Texarkana, Ark., Tex.	81,970	.0425	2,644	.0458	73	68	17,071	4,684	1,451	5,264	3,984	14,878	8,505	4,470	2,959
150. Toledo, Ohio	610,691	.3173	4,299	.3380	122	115	138,851	53,880	93,735	35,535	34,870	106,606	42,793	30,693	23,037
151. Topeka, Kans.	165,385	.0859	3,947	.0799	105	113	34,531	8,286	20,660	10,890	14,005	31,351	12,315	12,613	5,998

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Before using these figures, read foreword, page 11.



A voice at the door . . .

EVERY DAY it's at the door—a great voice pledged to truth. It speaks out against corruption, tyranny, and injustice. It will not be stilled.

Surely, its primary responsibility is the accurate presentation of the day's happenings. But it is also a vigilant guardian of the public interest.

The newspaper gives us direct participation in the check-and-balance system of our government. As such, it reports public affairs alertly, intelligently, and interpretatively. It speaks for the building of a better community. It diligently digs into the operations of government at every level, and exposes misdoings where they exist.

By speaking out for the common good and opposing what is wrong, the newspaper creates an awareness of our problems. This is the first step toward their solution. The newspaper can truly be called the voice of the American conscience.

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Story, Brooks & Finley

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Newspaper Representatives

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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 123, 126

AREAS	RETAIL SALES—SM ESTIMATES, 1956														
	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
152. Trenton, N. J.	370,652	.1926	5,257	.1855	120	125	79,232	30,210	54,024	31,093	23,000	58,180	21,672	20,918	8,448
Troy, N. Y. (See Albany-Schenectady-Troy)															
153. Tucson, Ariz.	253,940	.1320	3,889	.1306	97	98	62,318	19,231	32,054	16,166	13,503	39,550	21,613	23,484	9,558
154. Tulsa, Okla.	416,524	.2163	4,056	.2107	110	113	78,775	24,646	58,461	32,704	23,427	94,677	27,307	34,897	14,982
Tuscumbia, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)															
Two Rivers, Wisc. (See Manitowoc-Two Rivers)															
257. Tyler, Tex.	91,233	.0474	3,786	.0440	89	96	20,133	3,041	8,164	7,828	5,455	18,699	5,835	7,734	5,067
Urbana, Ill. (See Champaign-Urbana)															
155. Utica-Rome, N. Y.	337,347	.1753	3,812	.1663	94	99	83,592	26,240	31,721	23,986	18,032	54,936	22,282	24,275	8,960
156. Waco, Tex.	160,836	.0836	3,876	.0772	92	99	36,263	10,492	23,162	7,206	8,269	33,453	11,050	12,279	6,418
Warwick, Va. (See Hampton-Newport News-Warwick)															
157. Washington, D. C.	2,386,032	1.2290	4,367	1.3611	120	108	540,630	179,798	340,651	160,580	102,509	404,878	146,718	104,220	110,590
Waterbury, Conn. (See New Haven-Waterbury)															
158. Waterloo, Iowa	144,618	.0752	4,156	.0726	107	111	27,798	8,532	18,813	8,454	9,068	27,268	8,945	14,481	4,268
258. Watertown, N. Y.	107,289	.0557	4,033	.0487	95	108	22,489	7,908	12,582	7,531	3,562	20,236	6,380	7,950	3,164
West Monroe, La. (See Monroe-West Monroe)															
159. West Palm Beach, Fla.	259,077	.1345	4,618	.1103	105	128	53,102	22,442	18,231	25,785	20,793	47,033	16,913	15,198	8,741
160. Wheeling-Steubenville, W. Va., Ohio	405,298	.2105	3,924	.2085	98	99	108,903	29,959	59,515	27,248	23,047	60,999	26,483	30,965	10,373
161. Wichita, Kans.	406,760	.2113	3,945	.1981	107	114	78,963	22,553	51,925	27,254	23,706	85,703	27,360	35,504	15,797
162. Wichita Falls, Tex.	142,926	.0742	4,204	.0768	102	98	26,702	7,319	14,897	98,14	6,746	31,082	10,196	6,729	5,045
163. Wilkes-Barre-Hazleton, Pa.	332,242	.1726	3,158	.1915	86	78	89,521	23,398	47,477	25,638	20,432	54,402	18,239	15,784	7,404
259. Williamsport, Pa.	108,771	.0563	3,475	.0575	94	92	26,029	6,676	14,961	7,251	5,592	20,280	8,979	5,740	2,539
164. Wilmington, Del.	423,371	.2199	4,509	.2257	117	114	88,893	27,080	54,277	30,787	26,109	58,944	26,258	23,164	13,354
260. Wilmington, N. C.	92,005	.0477	4,423	.0407	92	108	19,128	8,417	9,345	6,625	8,394	13,729	5,745	5,111	3,698
165. Winston-Salem, N. C.	199,685	.1037	4,160	.1005	96	99	40,588	9,523	31,168	17,339	12,245	35,112	13,120	11,154	6,329
166. Worcester, Mass.	636,221	.3305	3,765	.3420	99	96	156,654	45,200	60,442	46,117	34,779	109,013	41,053	40,311	20,540
261. Yakima, Wash.	164,300	.0854	3,481	.0822	91	94	35,888	9,917	20,226	5,570	7,623	28,548	11,028	19,007	5,049
167. York, Pa.	258,228	.1341	4,010	.1293	101	105	50,094	14,649	39,174	15,330	17,601	48,593	16,091	19,161	4,651
168. Youngstown, Ohio	754,242	.3918	4,616	.3753	110	115	194,486	50,832	109,801	42,996	46,975	128,791	49,737	55,612	20,767
262. Zanesville, Ohio	89,063	.0462	3,650	.0447	94	97	20,586	6,960	8,446	4,541	6,305	16,219	6,767	6,635	3,395
Total Standard Metropolitan Areas	127697,267	66.3351	4,173	66.7428	111	110	29,577,616	10,392,230	18,689,330	9,630,983	7,137,466	21,360,752	7,575,239	7,126,269	4,285,693
Total Potential Metropolitan Areas	11,340,707	5.8919	3,887	5.6982	96	99	2,549,312	1,777,826	1,289,963	704,948	620,028	2,126,808	839,293	912,242	362,329
Total All Metropolitan Areas	139,037,974	72.2270	4,148	72.4410	110	109	32,126,928	11,170,056	19,988,293	10,335,931	7,759,494	23,487,560	8,414,532	8,038,511	4,618,022
U. S. Total	192,504,548	1000000	3,891	100.0000	100	100	44,005,948	14,357,346	25,034,221	12,700,134	10,700,488	34,142,064	12,975,424	13,919,738	6,156,259

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Before using these figures, read foreword, page 11.

FIRST in national advertising

lineage gain (19.2%) west of the Rockies*

*Source: Editor and Publisher, 3/57

Redwood City Tribune

Redwood City, California

Represented by Doyle & Hawley

...good spot to be in!



Like to get an idea how the job is going to turn out before you start? Then you'll agree with duPont, makers of Duco paint, that our Spot-Check Plan comes in mighty handy. This new spot television sales concept allows you to *pre-test* (on any or all of the 13 major stations we represent) the effectiveness of the medium and the various ways to use it... providing national advertisers with reliable qualitative sales research *at no extra cost!*

DuPont used the Spot-Check Plan in a three-city test to gauge spot television's power to stimulate sales for their paint and auto polish. Not only did the test campaign spur a tremendous boost in brand awareness, but it netted handsome sales increases as well. According to BBDO: "The test served as the basis for the entire spot campaign we're now running... helped us make national plans with solid, factual data to back us up." *Good spot to be in!*

Put an end to second-guessing... get all details from... ***CBS Television Spot Sales***

Representing: WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KOIN-TV Portland, KNXT Los Angeles, WHCT Hartford and the CBS TELEVISION PACIFIC NETWORK.

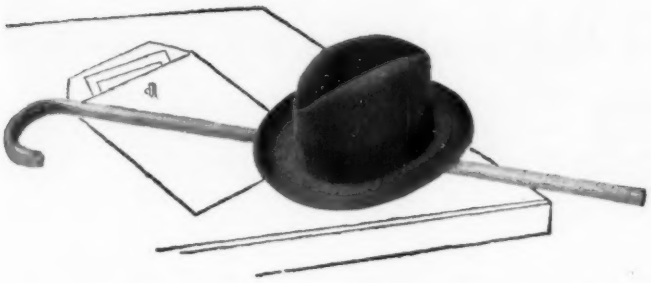
Per Family Sales for 262 Metropolitan County Areas

SM Estimates, 1956, for Ten Categories

	AREAS	SM ESTIMATES RETAIL SALES — 1956									
		Total Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn.-House-Appl.	Auto-motive	Gasoline Service Stations	Lumber-Building Materials-Hardware	Drugs
169.	Abilene (Tex.)	4,076	828	203	508	326	259	941	314	290	135
1.	Akron (Ohio)	4,528	1,091	359	770	201	223	862	291	338	145
2.	Albany-Schenectady-Troy (N. Y.)	3,989	962	308	637	365	202	612	205	182	100
3.	Albuquerque (N. M.)	4,728	959	337	647	295	295	979	380	285	168
170.	Alexandria (La.)	3,219	679	172	552	220	178	575	272	198	89
4.	Allentown-Bethlehem-Easton (Pa.)	4,100	922	281	658	272	242	663	252	261	107
5.	Altoona (Pa.)	3,395	909	192	480	194	212	642	239	180	84
6.	Amarillo (Tex.)	4,392	709	238	518	377	211	1,051	348	314	154
171.	Anderson (Ind.)	3,624	832	225	347	254	206	731	259	298	139
172.	Ann Arbor (Mich.)	4,403	1,030	327	379	339	202	932	343	318	191
173.	Anniston (Ala.)	3,147	804	191	380	224	220	715	238	141	89
174.	Appleton (Wisc.)	4,386	905	277	633	203	298	753	244	433	169
7.	Asheville (N. C.)	4,028	847	184	690	206	194	553	306	259	168
8.	Atlanta (Ga.)	4,883	985	258	1,132	284	208	835	304	279	170
9.	Atlantic City (N. J.)	5,288	1,165	948	436	450	245	588	258	229	179
175.	Auburn (N. Y.)	3,728	859	239	299	269	225	825	178	349	77
10.	Augusta (Ga.)	2,908	781	187	392	185	161	601	238	127	94
11.	Austin (Tex.)	4,041	806	288	494	372	243	738	262	328	134
176.	Bakersfield (Cal.)	4,305	1,022	335	522	192	233	694	425	394	128
12.	Baltimore (Md.)	4,153	978	433	772	241	209	580	224	182	178
177.	Bangor (Me.)	4,670	1,125	188	863	285	179	962	306	176	101
13.	Baton Rouge (La.)	3,880	740	229	541	313	250	793	295	313	153
178.	Battle Creek (Mich.)	3,708	937	249	409	225	207	661	342	254	145
14.	Bay City (Mich.)	3,945	920	283	471	238	349	716	289	330	151
15.	Beaumont-Port Arthur (Tex.)	4,133	1,006	228	528	304	225	776	291	288	139
179.	Bellingham (Wash.)	2,300	479	162	250	131	95	317	126	223	84
180.	Beloit-Janesville (Wisc.)	4,298	845	345	483	254	251	763	249	448	111
181.	Billings (Mont.)	4,477	835	344	439	263	315	1,023	305	442	141
182.	Biloxi-Gulfport (Miss.)	3,393	787	368	389	246	201	661	303	179	106
16.	Binghamton (N. Y.)	3,902	912	325	527	252	197	695	248	215	117
17.	Birmingham (Ala.)	3,423	819	183	523	283	169	732	196	131	97
183.	Bloomington (Ill.)	3,914	785	248	440	264	202	625	336	397	123
184.	Boise (Idaho)	4,022	779	199	601	156	208	908	329	339	122
18.	Boston (Mass.)	4,477	1,119	353	717	344	201	644	198	204	145
19.	Bridgeport-Stamford-Norwalk (Conn.)	5,045	1,265	339	483	382	303	837	264	400	166
185.	Bremerton (Wash.)	2,969	796	189	320	106	147	475	198	201	140
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	3,517	797	133	469	219	252	681	273	337	92
20.	Brockton (Mass.)	3,788	1,021	285	307	238	148	603	229	252	131
187.	Brownsville-Harlingen-McAllen (Tex.)	2,641	635	149	333	174	121	473	165	252	78
21.	Buffalo (N. Y.)	4,030	993	380	543	334	208	669	228	265	122
188.	Burlington (Vt.)	4,525	1,014	234	657	317	324	766	238	230	98
189.	Butte-Anaconda (Mont.)	3,402	871	490	393	177	180	572	241	123	80
22.	Canton (Ohio)	4,542	1,153	325	491	307	305	850	306	316	126
23.	Cedar Rapids (Iowa)	4,642	842	287	539	348	373	801	283	463	165
190.	Champaign-Urbana (Ill.)	3,970	753	291	602	200	167	722	311	422	136
24.	Charleston (S. C.)	3,452	823	178	417	289	251	574	250	278	125
25.	Charleston (W. Va.)	3,777	977	205	616	229	192	748	253	187	110
26.	Charlotte (N. C.)	5,350	874	339	929	358	247	905	437	303	215
27.	Chattanooga (Tenn.)	3,847	911	213	510	272	225	632	305	249	112
191.	Cheyenne (Wyo.)	4,000	844	369	289	285	250	900	270	296	137
28.	Chicago (Ill.)	4,492	968	419	852	362	215	675	224	215	149
29.	Cincinnati (Ohio)	4,052	970	384	639	282	218	697	224	219	135
192.	Clarksburg (W. Va.)	3,770	912	179	483	318	184	663	268	259	170
30.	Cleveland (Ohio)	4,762	1,165	391	806	302	258	806	265	247	180
193.	Colorado Springs (Colo.)	4,648	890	351	377	322	285	768	396	545	190
31.	Columbia (S. C.)	4,225	810	226	537	348	355	903	319	211	123
32.	Columbus (Ga.)	3,433	794	214	492	282	220	626	270	104	110
33.	Columbus (Ohio)	4,884	1,022	381	807	326	214	801	309	297	169
34.	Corpus Christi (Tex.)	3,802	842	257	496	193	166	755	286	372	118
94.	Cumberland (Md.)	3,223	892	189	388	241	160	478	244	278	98
35.	Dallas (Tex.)	4,917	932	289	945	322	190	1,124	286	285	156
95.	Danville (Ill.)	3,875	878	273	486	219	217	707	372	371	140
96.	Danville (Va.)	3,114	687	179	474	176	116	570	315	256	83
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	4,118	885	383	573	229	196	732	283	291	139
37.	Dayton (Ohio)	4,667	1,066	370	736	295	248	861	298	257	161
97.	Daytona Beach (Fla.)	4,294	864	494	399	307	272	699	375	303	210

SM, 1957.

To Find the Data You Want—Quickly, See Special Edge-Index between 224 and 225



He has all the facts...with him

EAST—SOUTHEAST

		CHANNEL	PRIMARY
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	ABC
KWY-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	NBC-CBS-ABC
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	NBC
WROC-TV	Rochester, N. Y.	5	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	CBS-NBC-ABC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS

MIDWEST—SOUTHWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth—Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis—St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth—Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
KENS-TV	San Antonio	5	CBS

WEST

KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU—KHBC-TV	Hawaii		
KRON-TV	San Francisco	4	NBC



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Hollywood 28, Cal.

SAN FRANCISCO
Russ Building
San Francisco 4, Cal.

Per Family Sales for 262 Metropolitan County Areas—(Cont'd)

SM Estimates, 1956, for Ten Categories

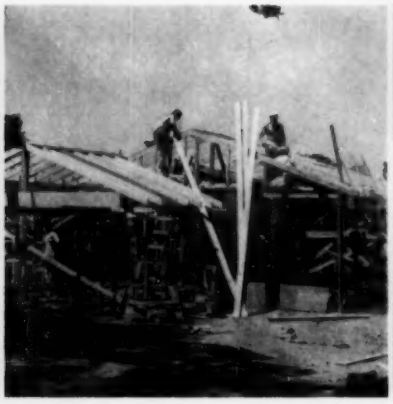
AREAS	SM ESTIMATES RETAIL SALES — 1956									
	Total Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn.-House-Appl.	Auto-motive	Gasoline Service Stations	Lumber-Building Materials-Hardware	Drugs
38. Decatur (Ill.)	4,332	916	360	644	249	224	895	307	264	95
39. Denver (Colo.)	4,381	949	304	718	215	243	868	281	253	219
40. Des Moines (Iowa)	4,255	826	275	633	265	218	927	314	273	153
41. Detroit (Mich.)	4,577	1,051	344	656	298	236	969	303	253	195
41. Dubuque (Iowa)	4,268	848	334	677	187	204	629	282	406	151
43. Duluth-Superior (Minn.-Wisc.)	3,741	926	293	549	261	192	654	239	201	109
44. Durham (N. C.)	4,252	859	216	605	298	302	801	317	309	151
198. Eau Claire (Wisc.)	3,947	704	312	592	320	163	684	298	337	93
45. El Paso (Tex.)	4,020	886	254	688	301	260	741	243	244	127
199. Elkhart (Ind.)	4,193	881	225	383	215	215	892	282	434	98
200. Elmira (N. Y.)	3,886	939	278	405	336	229	719	201	346	99
201. Enid (Okla.)	4,990	1,300	217	627	294	215	738	544	559	182
46. Erie (Pa.)	4,044	943	263	579	244	219	818	243	298	104
202. Eugene (Ore.)	3,695	947	201	389	183	209	672	325	271	89
47. Evansville (Ind.)	3,441	789	279	425	335	224	526	266	214	128
203. Everett (Wash.)	3,032	790	181	297	123	153	538	259	284	69
48. Fall River-New Bedford (Mass.)	3,426	883	247	301	318	197	533	194	175	111
204. Fargo (N. D.)	5,413	776	347	658	401	229	1,155	299	934	139
205. Fayetteville (N. C.)	4,570	922	250	662	325	260	1,007	388	192	103
49. Flint (Mich.)	4,492	963	276	444	300	315	1,055	346	379	179
206. Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	3,133	766	119	392	197	161	751	184	244	94
207. Fort Lauderdale (Fla.)	5,274	1,124	578	415	521	377	981	301	334	212
50. Fort Smith (Ark.)	4,534	895	285	602	309	206	1,056	296	379	135
51. Fort Wayne (Ind.)	4,236	892	329	820	283	232	849	288	248	132
52. Fort Worth (Tex.)	3,948	855	217	777	184	145	852	243	234	155
53. Fresno (Cal.)	4,418	1,111	310	404	278	332	598	329	393	154
54. Gadsden (Ala.)	3,077	848	105	380	214	195	610	249	212	93
208. Galesburg (Ill.)	4,122	838	302	437	242	259	799	290	349	135
54. Gadsden (Ala.)	3,077	848	105	380	214	195	610	249	212	93
55. Galveston (Tex.)	3,783	930	402	362	304	209	472	299	279	157
209. Gastonia (N. C.)	3,385	891	106	533	199	200	671	258	175	104
56. Grand Rapids (Mich.)	4,410	982	245	609	267	223	791	319	352	217
210. Great Falls (Mont.)	4,383	788	399	618	255	301	801	270	393	130
57. Green Bay (Wisc.)	4,854	1,152	419	701	312	270	732	237	349	114
58. Greensboro-High Point (N. C.)	5,851	1,072	221	1,410	384	281	905	364	306	159
59. Greenville (S. C.)	3,720	819	143	601	223	252	718	308	252	116
211. Hagerstown (Md.)	4,219	879	325	505	275	190	824	285	365	116
60. Hamilton-Middletown (Ohio)	4,462	986	351	471	251	274	830	289	516	116
61. Hampton-Newport News-Warwick (Va.)	3,831	966	227	408	256	295	763	265	165	120
62. Harrisburg (Pa.)	4,060	806	321	552	278	208	831	280	242	128
63. Hartford-New Britain (Conn.)	4,825	1,032	355	678	338	267	808	287	247	182
64. Houston (Tex.)	4,157	965	249	570	278	248	797	285	269	135
65. Huntington-Ashland (W. Va.)	3,594	880	199	572	248	216	649	236	231	105
212. Hutchinson (Kans.)	3,779	739	191	549	219	211	826	224	391	114
66. Indianapolis (Ind.)	4,615	855	382	908	208	250	924	295	248	222
67. Jackson (Mich.)	4,174	943	315	420	294	217	826	324	333	162
68. Jackson (Miss.)	4,077	851	207	608	318	204	967	302	226	139
69. Jacksonville (Fla.)	4,618	1,103	282	459	322	248	1,101	280	219	164
213. Jamestown (N. Y.)	3,375	831	277	358	232	142	613	239	257	84
70. Johnstown (Pa.)	3,167	772	190	591	138	135	580	232	199	63
214. Joplin (Mo.)	3,394	680	182	382	149	123	788	319	242	89
71. Kalamazoo (Mich.)	4,216	884	280	423	256	287	880	296	411	185
215. Kankakee (Ill.)	4,610	1,049	373	505	210	289	853	338	515	108
72. Kansas City (Mo.)	4,286	785	289	971	271	190	773	224	306	216
73. Kenosha (Wisc.)	3,778	993	359	303	239	224	586	264	342	119
74. Knoxville (Tenn.)	3,833	917	209	639	183	181	723	313	228	123
216. Kokomo (Ind.)	3,733	834	229	484	219	207	720	193	372	108
217. La Crosse (Wisc.)	4,510	919	426	660	299	231	659	261	331	86
218. Lafayette (Ind.)	3,843	762	334	567	303	193	619	260	285	185
219. Lake Charles (La.)	3,778	725	265	490	237	175	730	359	392	119
220. Lakeland (Fla.)	3,854	957	187	280	257	233	810	309	291	121
75. Lancaster (Pa.)	4,299	843	239	563	215	221	834	268	306	89
76. Lansing (Mich.)	4,861	960	277	683	291	176	1,018	335	377	182
77. Laredo (Tex.)	3,381	793	149	515	561	129	480	232	208	106
221. Las Vegas (Nev.)	4,451	987	429	384	350	229	794	467	247	176

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TV Homes, and % of All Homes Covered, by States and Counties—Pages 71-86



1. Sunset families are home-owners. 9 out of 10 SUNSET-reading families own their homes. They are top prospects for nearly everything used in and around the home.



2. . . . and home builders. 60% of SUNSET-families have built or bought a home in the past 6 years.



3. They buy more major appliances. 78% have bought automatic washers (U.S. average 27%). 19% have bought automatic dishwashers (U.S. average 4%).

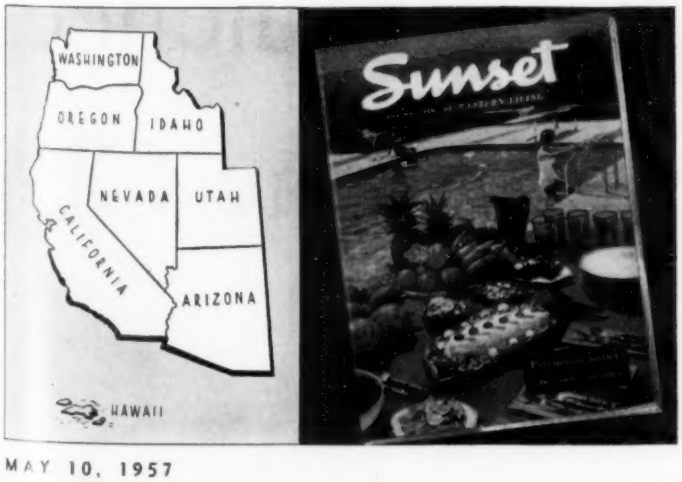
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4. . . . spend more for food. SUNSET families spend 47% more than the Western average for food and grocery store products!

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5. . . . own more cars. They own 55% more automobiles than the U.S. average . . . every 100 SUNSET families own 145 cars!

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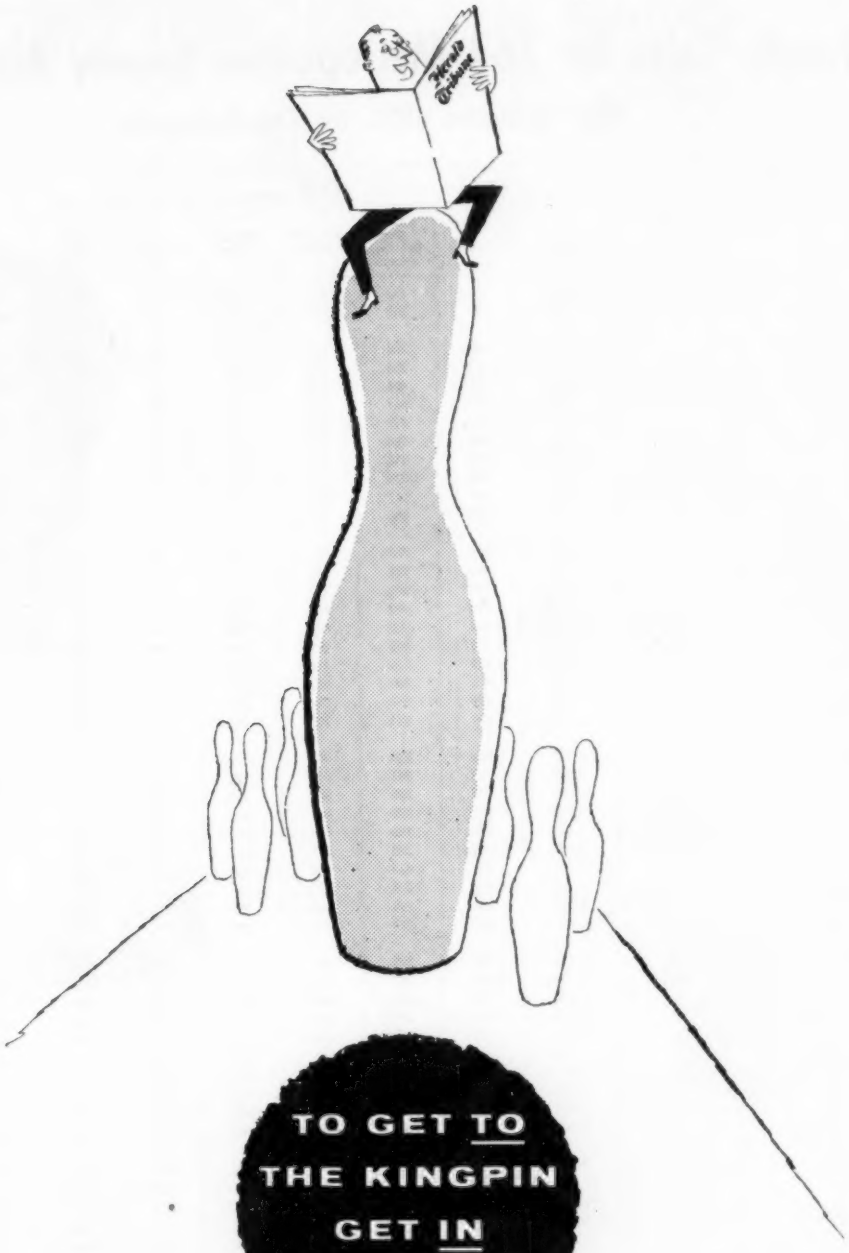
Radio Network

Per Family Sales for 262 Metropolitan County Areas

SM Estimates, 1956, for Ten Categories

AREAS	SM STIMATES RETAIL SALES — 1956									
	Total Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn.-House-Appl.	Auto-motive	Gasoline Service Stations	Lumber-Building Materials-Hardware	Drugs
222. Lawton (Okla.)	3,554	694	227	414	219	192	826	231	351	132
223. Lebanon (Pa.)	4,089	899	209	395	203	233	1,103	286	214	74
224. Lewiston-Auburn (Me.)	4,119	1,063	204	520	323	176	718	244	171	84
76. Lexington (Ky.)	4,017	745	225	654	396	203	901	253	312	180
79. Lima (Ohio)	4,449	985	289	767	238	228	749	300	376	113
80. Lincoln (Nebr.)	3,727	606	232	815	257	192	559	270	328	141
81. Little Rock-North Little Rock (Ark.)	3,564	731	237	616	191	173	750	234	199	121
82. Lorain-Elyria (Ohio)	4,027	1,049	302	395	255	259	793	271	327	114
83. Los Angeles-Long Beach (Cal.)	4,201	989	321	539	275	278	789	315	221	142
84. Louisville (Ky.)	3,963	868	325	514	267	184	780	242	225	162
85. Lubbock (Tex.)	4,062	739	150	693	225	205	972	289	513	112
225. Lynchburg (Va.)	4,517	926	225	668	277	343	780	295	371	169
86. Macon (Ga.)	3,764	847	207	603	262	185	723	289	268	138
87. Madison (Wisc.)	4,677	934	412	488	384	237	776	291	535	195
88. Manchester (N. H.)	4,262	1,129	207	441	317	213	666	278	214	87
226. Manitowoc-Two Rivers (Wisc.)	3,798	829	361	430	140	208	668	209	353	59
227. Mansfield (Ohio)	4,684	1,336	378	586	268	264	835	310	315	117
228. Marion (Ind.)	3,384	772	237	372	223	177	638	272	365	119
229. Mason City (Iowa)	4,714	804	285	589	313	340	826	261	494	130
89. Memphis (Tenn.)	4,442	943	299	918	295	197	893	258	212	129
90. Miami (Fla.)	5,837	1,272	637	540	586	351	1,057	338	414	220
230. Middletown (Conn.)	4,567	1,004	287	428	261	223	950	300	387	164
231. Midland (Tex.)	5,838	1,312	327	321	516	316	1,523	413	447	226
91. Milwaukee (Wisc.)	4,447	987	400	695	292	221	736	339	241	130
92. Minneapolis-St. Paul (Minn.)	4,274	892	316	565	300	224	682	250	277	149
93. Mobile (Ala.)	3,595	904	206	451	271	205	690	223	187	166
232. Modesto (Cal.)	4,584	977	258	410	272	221	714	348	533	148
233. Monroe-West Monroe (La.)	4,056	814	239	553	321	288	744	290	346	117
94. Montgomery (Ala.)	3,965	758	220	550	331	222	859	267	195	112
95. Muncie (Ind.)	3,407	779	250	364	211	232	650	221	257	112
234. Muskegon (Mich.)	3,927	1,061	234	511	178	213	782	298	316	180
96. Nashville (Tenn.)	4,350	927	239	625	439	194	840	323	247	120
235. New Castle (Pa.)	3,453	938	187	383	197	273	894	282	238	86
97. New Haven-Waterbury (Conn.)	4,672	1,116	364	447	441	303	764	251	263	168
237. New London-Norwich (Conn.)	4,449	1,009	271	397	248	231	713	291	285	115
98. New Orleans (La.)	3,726	734	368	753	310	219	547	231	181	160
99. New York-N. E. New Jersey (N. Y.-N. J.)	3,968	1,028	382	464	453	254	472	150	166	104
238. Newark (Ohio)	4,022	973	271	317	216	163	702	303	428	100
100. Norfolk-Portsmouth (Va.)	3,778	859	282	493	353	248	667	219	142	128
238. Odessa (Tex.)	4,624	1,013	206	453	332	290	979	383	318	123
101. Ogden (Utah)	3,677	909	198	332	329	258	527	277	409	134
102. Oklahoma City (Okla.)	4,158	875	275	693	279	214	824	280	274	165
103. Omaha (Nebr.)	4,060	807	403	527	281	229	798	285	337	145
104. Orlando (Fla.)	4,429	882	278	714	302	247	871	332	346	135
239. Oshkosh (Wisc.)	3,877	865	367	655	177	223	524	232	320	96
240. Paducah (Ky.)	2,759	658	217	358	171	114	527	210	113	117
241. Pasco-Kennewick-Richland (Wash.)	3,388	890	218	296	182	152	583	321	291	181
242. Pensacola (Fla.)	4,058	1,001	284	395	335	247	924	281	190	124
105. Peoria (Ill.)	4,180	906	338	631	228	244	788	276	300	124
243. Petersburg-Hopewell (Va.)	4,455	1,130	229	470	293	241	756	382	258	136
106. Philadelphia (Pa.)	3,998	905	354	900	314	213	628	189	186	120
107. Phoenix (Ariz.)	3,861	888	290	389	204	264	692	325	346	153
108. Pittsburgh (Pa.)	3,870	1,031	286	616	261	225	641	217	199	125
109. Pittsfield (Mass.)	4,114	1,030	264	478	323	214	666	228	224	120
244. Port Huron (Mich.)	3,783	1,048	245	338	199	184	702	303	392	125
110. Portland (Me.)	4,605	1,041	233	665	276	196	718	276	180	181
111. Portland (Ore.)	3,701	884	267	630	183	175	636	232	211	96
245. Portsmouth (Ohio)	2,992	714	224	384	210	177	584	278	138	73
246. Poughkeepsie-Newburgh-Beacon (N. Y.)	4,509	1,115	368	454	279	208	827	242	295	114
112. Providence-Pawtucket (R. I.)	3,892	872	280	813	341	175	660	218	205	150
247. Provo (Utah)	3,122	719	145	495	139	157	622	329	216	129
113. Pueblo (Colo.)	3,782	989	270	403	244	244	777	225	258	113
248. Quincy (Ill.)	3,297	732	307	474	183	224	474	158	323	121
114. Racine (Wisc.)	4,090	993	318	344	233	243	668	286	414	142
115. Raleigh (N. C.)	5,150	1,055	273	822	344	284	997	380	293	184
249. Rapid City (S. D.)	4,090	700	330	321	198	171	1,154	311	548	145
116. Reading (Pa.)	3,967	989	292	497	263	232	733	215	341	88
250. Reno (Nev.)	5,718	903	740	624	409	321	1,088	428	276	458

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Herald Tribune
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Per Family Sales for 262 Metropolitan County Areas—(Cont'd)

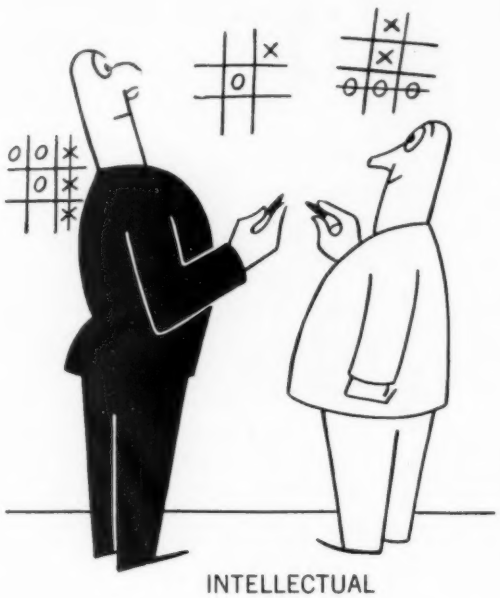
SM Estimates, 1956, for Ten Categories

AREAS	SM ESTIMATES RETAIL SALES — 1956									
	Total Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn.-House-Appl.	Auto-motive	Gasoline Service Stations	Lumber-Building Materials-Hardware	Drugs
117. Richmond (Va.)	4,384	924	255	943	262	206	637	285	167	151
251. Richmond (Ind.)	3,786	803	245	382	229	259	755	271	354	135
118. Roanoke (Va.)	4,444	908	245	822	396	271	763	302	192	159
119. Rochester (N. Y.)	4,024	924	294	606	301	228	768	203	228	128
120. Rockford (Ill.)	4,459	898	404	539	286	320	796	283	446	141
121. Sacramento (Cal.)	4,574	1,204	357	551	248	394	660	322	336	143
122. Saginaw (Mich.)	3,971	775	259	470	314	202	957	268	341	149
123. St. Joseph (Mo.)	3,523	768	264	443	262	257	647	197	200	171
124. St. Louis (Mo.)	3,844	925	318	589	217	207	675	257	222	136
252. Salem (Ore.)	3,720	748	215	400	181	209	690	364	358	147
125. Salt Lake City (Utah)	4,622	941	277	775	241	253	867	352	271	179
126. San Angelo (Tex.)	4,123	880	234	501	209	233	920	279	297	123
127. San Antonio (Tex.)	3,913	866	274	608	320	162	722	266	212	116
128. San Bernardino-Riverside-Ontario (Cal.)	3,554	833	279	339	173	196	576	405	279	111
129. San Diego (Cal.)	3,480	797	271	419	224	228	649	268	196	113
130. San Francisco-Oakland (Cal.)	3,996	995	400	514	293	261	627	264	167	130
131. San Jose (Cal.)	4,210	1,082	283	405	296	294	656	342	300	142
132. Santa Barbara (Cal.)	4,361	1,018	343	247	355	319	663	367	465	161
133. Savannah (Ga.)	3,683	830	250	475	336	229	657	291	154	121
134. Scranton (Pa.)	3,295	875	250	494	271	218	496	185	124	85
135. Seattle (Wash.)	4,252	900	338	838	233	192	606	280	211	138
253. Sheboygan (Wisc.)	3,730	827	324	656	124	156	535	260	401	88
136. Shreveport (La.)	3,908	895	233	443	343	220	789	261	270	134
137. Sioux City (Iowa)	4,256	770	297	747	228	170	873	257	419	142
138. Sioux Falls (S. D.)	4,096	671	253	588	230	183	882	248	480	138
139. South Bend (Ind.)	3,748	792	280	551	273	233	707	258	270	123
254. Spartanburg (S. C.)	2,897	696	105	389	164	179	568	243	190	106
140. Spokane (Wash.)	3,865	836	240	667	204	202	640	239	220	123
141. Springfield (Ill.)	4,311	830	411	615	290	270	686	322	389	162
142. Springfield-Holyoke (Mass.)	4,294	951	258	609	316	222	691	206	320	148
143. Springfield (Mo.)	3,367	664	199	459	218	211	646	259	281	143
144. Springfield (Ohio)	4,412	1,016	277	514	230	223	836	324	324	147
145. Stockton (Cal.)	4,261	931	345	422	269	230	784	314	398	133
146. Syracuse (N. Y.)	4,287	1,015	383	610	336	178	834	227	245	120
147. Tacoma (Wash.)	3,492	828	252	492	158	198	547	254	198	120
148. Tampa-St. Petersburg (Fla.)	4,218	869	344	615	261	204	792	263	314	157
255. Temple (Tex.)	3,282	711	208	419	197	164	769	262	238	134
149. Terre Haute (Ind.)	3,567	708	246	515	165	164	589	225	194	128
256. Texarkana (Tex.-Ark.)	2,644	551	151	369	170	129	480	274	144	95
150. Toledo (Ohio)	4,299	977	379	680	250	245	750	301	218	162
151. Topeka (Kans.)	3,947	824	196	493	280	334	748	294	301	143
152. Trenton (N. J.)	5,257	1,124	429	766	441	326	825	307	297	120
153. Tucson (Ariz.)	3,889	954	295	491	248	297	606	331	360	146
154. Tulsa (Okla.)	4,056	767	240	569	318	228	922	266	340	148
257. Tyler (Tex.)	3,786	835	126	339	325	226	776	242	321	210
155. Utica-Rome (N. Y.)	3,812	945	296	358	271	204	621	252	274	101
156. Waco (Tex.)	3,878	874	253	558	174	199	806	266	296	155
157. Washington (D. C.)	4,367	998	332	629	296	189	747	271	192	204
158. Waterloo (Iowa)	4,156	799	245	541	243	261	784	257	416	123
258. Watertown (N. Y.)	4,033	845	297	473	283	134	761	240	299	119
159. West Palm Beach (Fla.)	4,618	947	400	325	460	371	838	301	271	156
160. Wheeling-Steubenville (W. Va.-Ohio)	3,924	1,054	290	578	264	223	591	256	300	100
161. Wichita (Kans.)	3,945	766	219	504	284	230	831	265	344	153
162. Wichita Falls (Tex.)	4,204	785	215	438	289	198	914	300	198	148
163. Wilkes-Barre-Hazelton (Pa.)	3,158	851	222	451	244	194	517	173	150	70
259. Williamsport (Pa.)	3,475	832	213	478	232	179	648	287	183	61
164. Wilmington (Del.)	4,509	947	288	578	328	278	628	280	247	142
260. Wilmington (N. C.)	4,423	920	405	449	319	404	660	276	246	178
165. Winston-Salem (N. C.)	4,160	846	196	649	361	255	732	273	232	132
166. Worcester (Mass.)	3,765	933	267	356	273	206	645	243	239	122
261. Yakima (Wash.)	3,481	760	210	429	118	162	605	234	403	107
167. York (Pa.)	4,010	778	227	608	238	273	755	250	298	72
168. Youngstown (Ohio)	4,616	1,190	311	672	263	287	788	304	340	127
262. Zanesville (Ohio)	3,650	844	285	346	186	258	665	277	272	139
U. S. Per Family Sales	3,891	889	290	506	257	294	690	262	281	124

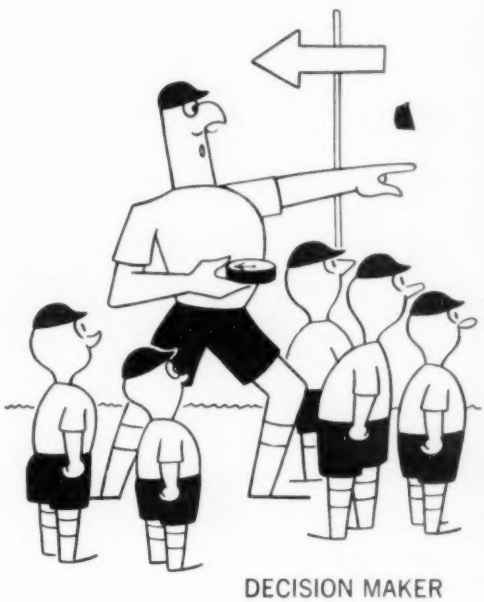
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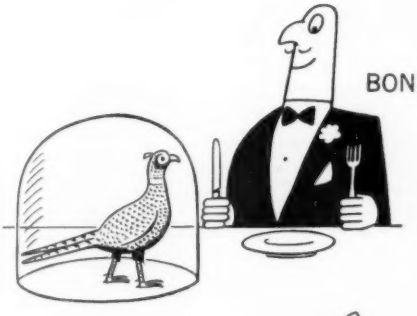
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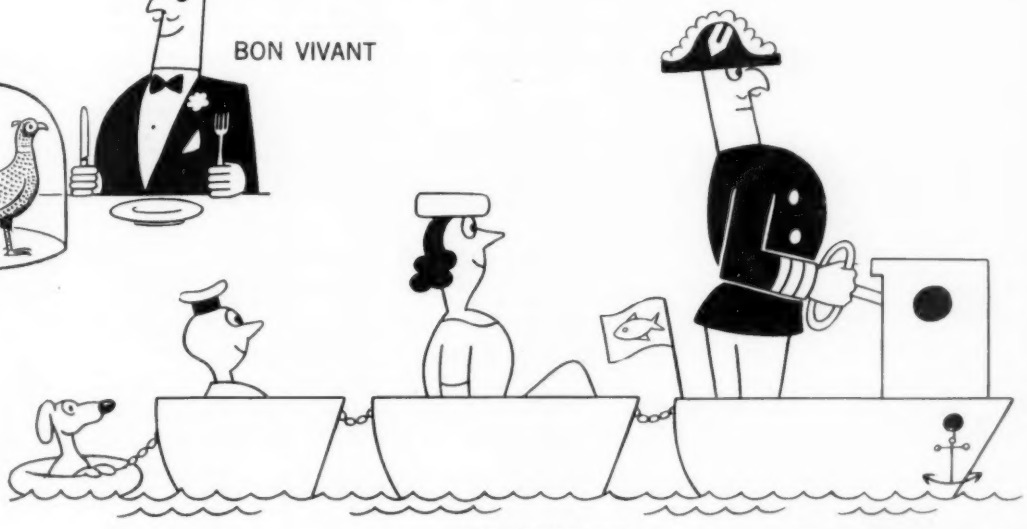
INTELLECTUAL



DECISION MAKER



BON VIVANT



INDIVIDUALIST



* TIME offers the biggest concentrated audience of best customers and influential people in the United States today. Nevertheless Soglow exaggerates. Not all TIME readers are boat owners.

Population Ranking of Metropolitan County Areas

SM Estimates, 1/1/57, for POPULATION in Descending Order

Code Number	AREA and STATE	POPULATION SM 1/1/57 Estimates (thousands)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	14,406.1	1
28.	Chicago (Ill.)	6,183.0	2
83.	Los Angeles-Long Beach (Cal.)	5,850.2	3
106.	Philadelphia (Pa.)	4,211.1	4
41.	Detroit (Mich.)	3,625.9	5
18.	Boston (Mass.)	2,991.6	6
130.	San Francisco-Oakland (Cal.)	2,671.6	7
108.	Pittsburgh (Pa.)	2,355.6	8
124.	St. Louis (Mo.)	1,932.8	9
157.	Washington (D. C.)	1,917.7	10
30.	Cleveland (Ohio)	1,666.0	11
12.	Baltimore (Md.)	1,533.9	12
92.	Minneapolis-St. Paul (Minn.)	1,295.9	13
21.	Buffalo (N. Y.)	1,264.3	14
64.	Houston (Tex.)	1,134.1	15
91.	Milwaukee (Wisc.)	1,100.3	16
29.	Cincinnati (Ohio)	1,036.7	17
72.	Kansas City (Mo.)	972.4	18
129.	San Diego (Cal.)	875.7	19
8.	Atlanta (Ga.)	843.7	20
35.	Dallas (Tex.)	823.9	21
98.	New Orleans (La.)	813.7	22
111.	Portland (Ore.)	811.9	23
135.	Seattle (Wash.)	782.1	24
90.	Miami (Fla.)	765.6	25
39.	Denver (Colo.)	756.4	26
112.	Providence-Pawtucket (R. I.)	696.7	27
84.	Louisville (Ky.)	690.6	28
128.	San Bernardino-Riverside-Ontario (Cal.)	683.8	29
63.	Hartford-New Britain (Conn.)	625.6	30
66.	Indianapolis (Ind.)	624.9	31
33.	Columbus (Ohio)	621.9	32
17.	Birmingham (Ala.)	615.6	33
97.	New Haven-Waterbury (Conn.)	611.9	34
19.	Bridgeport-Stamford-Norwalk (Conn.)	595.9	35
127.	San Antonio (Tex.)	594.2	36
148.	Tampa-St. Petersburg (Fla.)	586.7	37
166.	Worcester (Mass.)	581.5	38
168.	Youngstown (Ohio)	576.6	39
2.	Albany-Schenectady-Troy (N. Y.)	561.9	40
89.	Memphis (Tenn.)	547.4	41
119.	Rochester (N. Y.)	545.9	42
100.	Norfolk-Portsmouth (Va.)	540.4	43
37.	Dayton (Ohio)	537.6	44
52.	Fort Worth (Tex.)	535.0	45
107.	Phoenix (Ariz.)	520.9	46
131.	San Jose (Cal.)	490.1	47
142.	Springfield-Holyoke (Mass.)	486.0	48
1.	Akron (Ohio)	484.0	49
150.	Toledo (Ohio)	466.1	50
4.	Allentown-Bethlehem-Easton (Pa.)	451.9	51
103.	Omaha (Nebr.)	411.8	52
121.	Sacramento (Cal.)	409.5	53
69.	Jacksonville (Fla.)	409.4	54
102.	Oklahoma City (Okla.)	400.0	55
48.	Fall River- New Bedford (Mass.)	396.0	56
146.	Syracuse (N. Y.)	384.1	57
163.	Wilkes-Barre-Hazleton (Pa.)	374.9	58
187.	Brownsville-Harlingen-McAllen (Tex.)	372.2	59
117.	Richmond (Va.)	370.1	60
74.	Knoxville (Tenn.)	363.7	61
96.	Nashville (Tenn.)	362.9	62
160.	Wheeling-Steubenville (W. Va.-Ohio)	358.7	63
49.	Flint (Mich.)	342.5	64
56.	Grand Rapids (Mich.)	330.3	65
125.	Salt Lake City (Utah)	329.8	66
25.	Charleston (W. Va.)	326.7	67
164.	Wilmington (Del.)	326.5	68
53.	Fresno (Cal.)	325.5	69
154.	Tulsa (Okla.)	323.5	70
82.	Harrisburg (Pa.)	323.0	71
22.	Canton (Ohio)	316.8	72
161.	Wichita (Kans.)	313.7	73
146.	Poughkeepsie-Newburgh-Beacon (N. Y.)	310.8	74
147.	Tacoma (Wash.)	308.3	75
155.	Utica-Rome (N. Y.)	299.2	76
70.	Johnstown (Pa.)	293.4	77
45.	El Paso (Tex.)	292.6	78
27.	Chattanooga (Tenn.)	279.3	79
105.	Peoria (Ill.)	274.5	80
93.	Mobile (Ala.)	272.4	81
176.	Bakersfield (Cal.)	268.9	82
140.	Spokane (Wash.)	267.8	83
43.	Duluth-Superior (Minn.-Wisc.)	267.2	84
10.	Augusta (Ga.)	265.8	85
65.	Huntington-Ashland (W. Va.-Ky.)	262.9	86
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	262.2	87
152.	Trenton (N. J.)	261.0	88
116.	Reading (Pa.)	260.4	89
136.	Shreveport (La.)	256.0	90
40.	Des Moines (Iowa)	253.7	91
134.	Scranton (Pa.)	253.6	92
34.	Corpus Christi (Tex.)	249.7	93
139.	South Bend (Ind.)	245.1	94
75.	Lancaster (Pa.)	242.5	95
81.	Little Rock-North Little Rock (Ark.)	242.3	96
46.	Erie (Pa.)	236.1	97
26.	Charlotte (N. C.)	235.9	98
32.	Columbus (Ga.)	234.1	99
145.	Stockton (Cal.)	231.2	100
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	230.8	101
15.	Beaumont-Port Arthur (Tex.)	229.5	102
153.	Tucson (Ariz.)	227.5	103
13.	Baton Rouge (La.)	220.5	104
58.	Greensboro-High Point (N. C.)	220.4	105
3.	Albuquerque (N. M.)	218.8	106
20.	Brockton (Mass.)	218.5	107
47.	Evansville (Ind.)	215.9	108
167.	York (Pa.)	215.0	109
51.	Fort Wayne (Ind.)	210.1	110
76.	Lansing (Mich.)	208.4	111
207.	Fort Lauderdale (Fla.)	206.3	112
16.	Binghamton (N. Y.)	201.8	113
59.	Greenville (S. C.)	198.1	114
104.	Orlando (Fla.)	196.1	115
82.	Lorain-Elyria (Ohio)	194.0	116
24.	Charleston (S. C.)	194.0	116
11.	Austin (Tex.)	193.8	118
87.	Madison (Wisc.)	189.6	119
61.	Hampton-Newport News-Warwick (Va.)	184.5	120
102.	Rockford (Ill.)	181.1	121
122.	Saginaw (Mich.)	180.3	122
159.	West Palm Beach (Fla.)	177.4	123
165.	Winston-Salem (N. C.)	176.1	124
31.	Columbia (S. C.)	173.6	125
110.	Portland (Me.)	171.3	126
60.	Hamilton-Middletown (Ohio)	170.5	127
237.	New London-Norwich (Conn.)	165.4	128
133.	Savannah (Ga.)	165.0	129
68.	Jackson (Miss.)	163.7	130
86.	Macon (Ga.)	163.4	131
85.	Lubbock (Tex.)	162.3	132
220.	Lakeland (Fla.)	162.2	133
88.	Manchester (N. H.)	162.2	133
254.	Spartanburg (S. C.)	160.4	135
115.	Raleigh (N. C.)	159.9	136
172.	Ann Arbor (Mich.)	159.8	137
94.	Montgomery (Ala.)	159.0	138
202.	Eugene (Ore.)	157.4	139
242.	Pensacola (Fla.)	156.1	140
261.	Yakima (Wash.)	153.1	141
71.	Kalamazoo (Mich.)	152.9	142
213.	Jamestown (N. Y.)	146.8	143
232.	Modesto (Cal.)	145.4	144
118.	Roanoke (Va.)	144.9	145
9.	Atlantic City (N. J.)	142.8	146
234.	Muskegon (Mich.)	142.5	147
178.	Battle Creek (Mich.)	142.3	148
156.	Waco (Tex.)	141.9	149
80.	Lincoln (Nebr.)	141.1	150
184.	Boise (Idaho)	140.3	151
141.	Springfield (Ill.)	140.0	152
6.	Amarillo (Tex.)	139.8	153
109.	Pittsfield (Mass.)	138.6	154
203.	Everett (Wash.)	137.6	155
5.	Altoona (Pa.)	135.4	156
205.	Fayetteville (N. C.)	134.6	157
7.	Asheville (N. C.)	134.0	158
252.	Salem (Ore.)	130.3	159
151.	Topeka (Kans.)	128.5	160
162.	Wichita Falls (Tex.)	127.6	161
209.	Gastonia (N. C.)	125.5	162
190.	Champaign-Urbana (Ill.)	125.4	163
144.	Springfield (Ohio)	124.1	164
219.	Lake Charles (La.)	123.6	165
55.	Galveston (Tex.)	123.3	166
67.	Jackson (Mich.)	123.1	167
114.	Racine (Wisc.)	122.3	168
78.	Lexington (Ky.)	120.1	169
143.	Springfield (Mo.)	119.5	170
221.	Las Vegas (Nev.)	118.2	171
171.	Anderson (Ind.)	117.4	172
23.	Cedar Rapids (Iowa)	116.9	173
137.	Sioux City (Iowa)	115.3	174
158.	Waterloo (Iowa)	114.4	175
44.	Durham (N. C.)	113.8	176
193.	Colorado Springs (Colo.)	113.3	177
182.	Biloxi-Gulfport (Miss.)	112.9	178
38.	Decatur (Ill.)	112.6	179
214.	Joplin (Mo.)	112.5	180
132.	Santa Barbara (Cal.)	111.4	181
196.	Danville (Va.)	111.0	182
177.	Bangor (Me.)	110.7	183
57.	Green Bay (Wisc.)	109.3	184
95.	Muncie (Ind.)	108.1	185
170.	Alexandria (La.)	107.8	186
113.	Pueblo (Colo.)	107.4	187
245.	Portsmouth (Ohio)	107.1	188
236.	New Castle (Pa.)	107.1	188
149.	Terre Haute (Ind.)	107.0	190
256.	Texarkana (Tex.-Ark.)	106.0	191
244.	Port Huron (Mich.)	105.3	192
227.	Mansfield (Ohio)	104.4	193
198.	Eau Claire (Wisc.)	104.3	194
259.	Williamsport (Pa.)	103.4	195
54.	Gadsden (Ala.)	103.3	196
101.	Ogden (Utah)	103.2	197
123.	St. Joseph (Mo.)	102.7	198
180.	Beloit-Janesville (Wisc.)	102.3	199
247.	Provo (Utah)	101.6	200
239.	Oshkosh (Wisc.)	101.4	201
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	100.7	202
14.	Bay City (Mich.)	100.3	203
255.	Temple (Tex.)	99.7	204
79.	Lima (Ohio)	99.3	205
243.	Petersburg-Hopewell (Va.)	98.0	206
200.	Elmira (N. Y.)	96.4	207
197.	Daytona Beach (Fla.)	96.3	208
199.	Elkhart (Ind.)	95.5	209
194.	Cumberland (Md.)	94.9	210
195.	Danville (Ill.)	91.5	211
174.	Appleton (Wisc.)	90.6	212
241.	Pasco-Kennewick-Richland (Wash.)	90.3	213
173.	Anniston (Ala.)	90.0	214
185.	Bremerton (Wash.)	88.9	215
233.	Monroe-West Monroe (La.)	87.3	216
258.	Watertown (N. Y.)	87.0	217
211.	Hagerstown (Md.)	85.5	218
218.	Lafayette (Ind.)	85.0	219
73.	Kenosha (Wisc.)	84.6	220
253.	Sheboygan (Wisc.)	84.4	221
215.	Kankakee (Ill.)	84.2	222
138.	Sioux Falls (S. D.)	84.0	223
224.	Lewiston-Auburn (Me.)	83.9	224
183.	Bloomington (Ill.)	83.6	225
223.	Lebanon (Pa.)	83.6	225
257.	Tyler (Tex.)	83.2	227
225.	Lynchburg (Va.)	81.9	228
169.	Abilene (Tex.)	81.6	229
262.	Zanesville (Ohio)	80.3	230
192.	Clarksburg (W. Va.)	80.3	230
240.	Paducah (Ky.)	77.7	232
251.	Richmond (Ind.)	77.5	233
235.	Newark (Ohio)	77.4	234
238.	Odessa (Tex.)	77.3	235
42.	Dubuque (Iowa)	76.6	236
189.	Butte-Anaconda (Mont.)	75.9	237
230.	Middletown (Conn.)	75.5	238
260.	Wilmington (N. C.)	74.6	239
126.	San Angelo (Tex.)	74.6	239
222.	Lawton (Okla.)	74.0	241
217.	La Crosse (Wisc.)	73.9	242
175.	Auburn (N. Y.)	72.8	243
250.	Reno (Nev.)	72.2	244
179.	Bellingham (Wash.)	72.2	244
181.	Billings (Mont.)	70.7	246
226.	Manitowoc-Two Rivers (Wisc.)	70.6	247
248.	Quincy (Ill.)	68.2	248
228.	Marion (Ind.)	68.1	249
204.	Fargo (N. D.)	68.0	250
50.	Fort Smith (Ark.)	67.7	251
188.	Burlington (Vt.)	67.0	252
77.	Laredo (Tex.)	66.5	253
210.	Great Falls (Mont.)	64.0	254
216.	Kokomo (Ind.)	61.4	255
191.	Cheyenne (Wyo.)	59.8	256
212.	Hutchinson (Kans.)	59.2	257
249.	Rapid City (S. D.)	58.5	258
208.	Galesburg (Ill.)	55.5	259
201.	Enid (Okla.)	50.9	260
229.	Mason City (Iowa)	49.6	261
231.	Midland (Tex.)	46.5	262

Total Above Metropolitan Areas 111,591.3

Rank in Group

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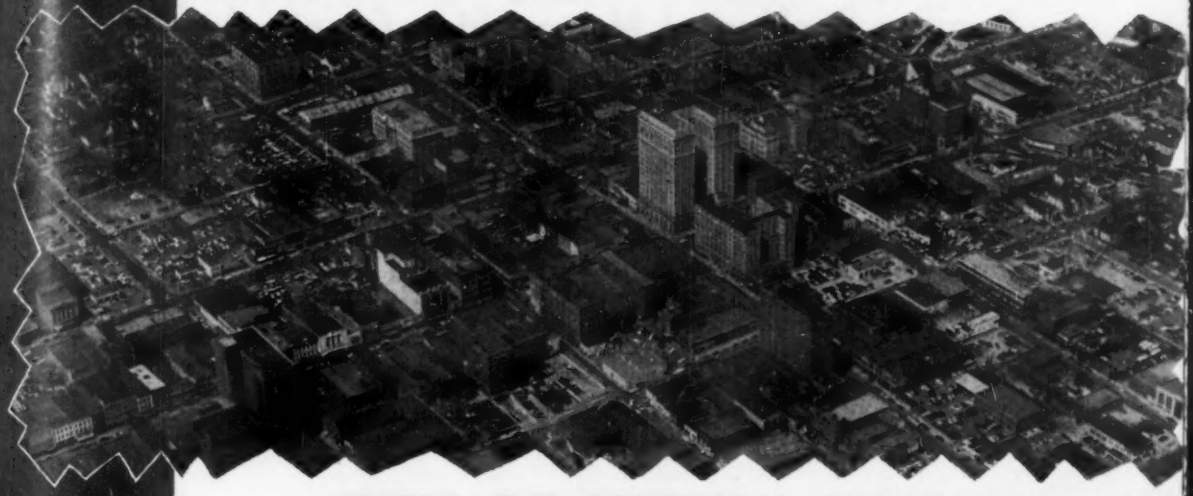
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- . . . which has a greater population within a fifty-mile radius than any other Southeastern city!

THE METROPOLITAN MARKET..

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- . . . which has 1/6th of North Carolina's population!
- . . . which has 1/5th of North Carolina's Total Retail Sales!
- . . . which has 1/5th of North Carolina's gain in retail sales in 1956 over 1948!

Figures from Federal Reserve Bank of Richmond and Sales Management Survey of Buying Power, 1957.



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.
New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

Families Ranking of Metropolitan County Areas

SM Estimates, 1/1/57, for Number of FAMILIES in Descending Order

Code Number	AREA and STATE	FAMILIES 1/1/57 SM Estimates (thousands)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	4,408.9	1
53.	Los Angeles-Long Beach (Cal.)	2,019.7	2
20.	Chicago (Ill.)	1,897.8	3
108.	Philadelphia (Pa.)	1,210.3	4
41.	Detroit (Mich.)	1,039.7	5
130.	San Francisco-Oakland (Cal.)	885.4	6
18.	Boston (Mass.)	863.2	7
108.	Pittsburgh (Pa.)	676.3	8
124.	St. Louis (Mo.)	595.3	9
157.	Washington (D. C.)	541.8	10
30.	Cleveland (Ohio)	501.7	11
12.	Baltimore (Md.)	432.9	12
92.	Minneapolis-St. Paul (Minn.)	391.4	13
21.	Buffalo (N. Y.)	372.5	14
64.	Houston (Tex.)	339.1	15
29.	Cincinnati (Ohio)	328.5	16
91.	Milwaukee (Wisc.)	326.4	17
72.	Kansas City (Mo.)	319.9	18
129.	San Diego (Cal.)	288.1	19
111.	Portland (Ore.)	273.9	20
135.	Seattle (Wash.)	265.7	21
35.	Dallas (Tex.)	252.8	22
8.	Atlanta (Ga.)	241.4	23
39.	Denver (Colo.)	239.0	24
98.	New Orleans (La.)	237.7	25
90.	Miami (Fla.)	235.9	26
128.	San Bernardino-Riverside-Ontario (Cal.)	220.6	27
112.	Providence-Pawtucket (R. I.)	207.9	28
84.	Louisville (Ky.)	207.8	29
66.	Indianapolis (Ind.)	197.5	30
148.	Tampa-St. Petersburg (Fla.)	186.4	31
33.	Columbus (Ohio)	184.7	32
63.	Hartford-New Britain (Conn.)	181.8	33
97.	New Haven-Waterbury (Conn.)	180.3	34
2.	Albany-Schenectady-Troy (N. Y.)	176.4	35
19.	Bridgeport-Stamford-Norwalk (Conn.)	174.6	36
17.	Birmingham (Ala.)	174.2	37
119.	Rochester (N. Y.)	169.1	38
166.	Worcester (Mass.)	169.0	39
168.	Youngstown (Ohio)	163.4	40
52.	Fort Worth (Tex.)	162.9	41
37.	Dayton (Ohio)	158.8	42
127.	San Antonio (Tex.)	156.5	43
89.	Memphis (Tenn.)	156.3	44
107.	Phoenix (Ariz.)	151.1	45
131.	San Jose (Cal.)	150.8	46
100.	Norfolk-Portsmouth (Va.)	148.3	47
1.	Akron (Ohio)	145.2	48
150.	Toledo (Ohio)	142.1	49
142.	Springfield-Holyoke (Mass.)	140.2	50
4.	Allentown-Bethlehem-Easton (Pa.)	131.0	51
121.	Sacramento (Cal.)	128.2	52
102.	Oklahoma City (Okla.)	127.9	53
103.	Omaha (Nebr.)	125.4	54
48.	Fall River-Bedford (Mass.)	119.9	55
69.	Jacksonville (Fla.)	115.5	56
146.	Syracuse (N. Y.)	114.3	57
163.	Wilkes-Barre-Hazleton (Pa.)	105.2	58
160.	Wheeling-Steubenville (W. Va.-Ohio)	103.3	59
161.	Wichita (Kans.)	103.1	60
96.	Nashville (Tenn.)	102.8	61
154.	Tulsa (Okla.)	102.7	62
117.	Richmond (Va.)	101.8	63
49.	Flint (Mich.)	100.9	64
56.	Grand Rapids (Mich.)	100.9	64
53.	Fresno (Cal.)	99.3	66
74.	Knoxville (Tenn.)	98.2	67
125.	Salt Lake City (Utah)	95.8	68
62.	Harrisburg (Pa.)	95.7	69
164.	Wilmington (Del.)	93.9	70
22.	Canton (Ohio)	93.0	71
147.	Tacoma (Wash.)	92.0	72
155.	Utica-Rome (N. Y.)	88.5	73
167.	Brownsville-Harlingen-McAllen (Tex.)	88.2	74
140.	Poughkeepsie-Newburgh-Beacon (N. Y.)	88.1	75
25.	Charleston (W. Va.)	87.6	76
140.	Spokane (Wash.)	87.5	77
105.	Peoria (Ill.)	85.1	78
40.	Des Moines (Iowa)	82.2	79
43.	Duluth-Superior (Minn.-Wisc.)	82.1	80
38.	Davenport-Rock Island-Moline (Iowa-Ill.)	80.5	81
27.	Chattanooga (Tenn.)	80.2	82
178.	Bakersfield (Cal.)	79.9	83
70.	Johnstown (Pa.)	79.0	84
116.	Reading (Pa.)	77.3	85
93.	Mobile (Ala.)	75.4	86
136.	Shreveport (La.)	73.9	87
134.	Scranton (Pa.)	73.2	88
65.	Huntington-Ashland (W. Va.-Ky.)	73.0	89
139.	South Bend (Ind.)	72.9	90
81.	Little Rock-North Little Rock (Ark.)	72.8	91
10.	Augusta (Ga.)	71.0	92
45.	El Paso (Tex.)	70.9	93
152.	Trenton (N. J.)	70.5	94
145.	Stockton (Cal.)	69.7	95
75.	Lancaster (Pa.)	69.5	96
46.	Erie (Pa.)	68.7	97
15.	Beaumont-Port Arthur (Tex.)	67.2	98
20.	Brockton (Mass.)	67.0	99
47.	Evansville (Ind.)	66.9	100
34.	Corpus Christi (Tex.)	66.6	101
153.	Tucson (Ariz.)	65.3	102
51.	Fort Wayne (Ind.)	65.2	103
167.	York (Pa.)	64.4	104
207.	Fort Lauderdale (Fla.)	63.8	105
26.	Charlotte (N. C.)	63.3	106
13.	Baton Rouge (La.)	61.4	107
76.	Lansing (Mich.)	61.4	107
3.	Albuquerque (N. M.)	61.4	107
16.	Binghamton (N. Y.)	60.4	110
104.	Orlando (Fla.)	59.9	111
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	58.9	112
58.	Greensboro-High Point (N. C.)	58.0	113
120.	Rockford (Ill.)	57.3	114
82.	Lorain-Elyria (Ohio)	56.3	115
159.	West Palm Beach (Fla.)	56.1	116
59.	Greenville (S. C.)	54.5	117
87.	Madison (Wisc.)	53.6	118
24.	Charleston (S. C.)	53.0	119
122.	Saginaw (Mich.)	52.0	120
32.	Columbus (Ga.)	51.7	121
11.	Austin (Tex.)	51.4	122
110.	Portland (Me.)	50.5	123
202.	Eugene (Ore.)	49.4	124
60.	Hamilton-Middletown (Ohio)	48.9	125
133.	Savannah (Ga.)	48.5	126
88.	Manchester (N. H.)	48.5	126
237.	New London-Norwich (Conn.)	48.4	128
61.	Hampton-Newport News-Warwick (Va.)	48.3	129
165.	Winston-Salem (N. C.)	48.0	130
213.	Jamestown (N. Y.)	47.6	131
261.	Yakima (Wash.)	47.2	132
86.	Macon (Ga.)	46.2	133
220.	Lakeland (Fla.)	46.1	134
71.	Kalamazoo (Mich.)	45.8	135
203.	Everett (Wash.)	45.8	135
85.	Lubbock (Tex.)	45.6	137
141.	Springfield (Ill.)	45.4	138
232.	Modesto (Cal.)	44.9	139
68.	Jackson (Miss.)	44.9	139
80.	Lincoln (Nebr.)	44.9	139
9.	Atlantic City (N. J.)	44.8	142
94.	Montgomery (Ala.)	44.6	143
31.	Columbia (S. C.)	44.1	144
6.	Amarillo (Tex.)	43.6	145
184.	Boise (Idaho)	42.8	146
172.	Ann Arbor (Mich.)	42.6	147
234.	Muskegon (Mich.)	42.3	148
151.	Topeka (Kans.)	41.9	149
254.	Spartanburg (S. C.)	41.9	149
178.	Battle Creek (Mich.)	41.7	151
242.	Pensacola (Fla.)	41.6	152
109.	Pittsfield (Mass.)	41.6	152
156.	Waco (Tex.)	41.5	154
5.	Altoona (Pa.)	39.7	155
118.	Roanoke (Va.)	39.7	155
143.	Springfield (Mo.)	39.6	157
252.	Salem (Ore.)	39.6	157
115.	Raleigh (N. C.)	39.3	159
214.	Joplin (Mo.)	37.7	160
144.	Springfield (Ohio)	37.7	160
23.	Cedar Rapids (Iowa)	37.4	162
221.	Las Vegas (Nev.)	37.4	162
193.	Colorado Springs (Colo.)	37.1	164
171.	Anderson (Ind.)	36.9	165
55.	Galveston (Tex.)	36.5	166
114.	Racine (Wisc.)	36.5	166
137.	Sioux City (Iowa)	36.3	168
132.	Santa Barbara (Cal.)	36.2	169
39.	Decatur (Ill.)	36.0	170
67.	Jackson (Mich.)	36.0	170
7.	Asheville (N. C.)	35.9	172
149.	Terre Haute (Ind.)	34.9	173
219.	Lake Charles (La.)	34.9	173
158.	Waterloo (Iowa)	34.8	175
78.	Lexington (Ky.)	34.5	176
162.	Wichita Falls (Tex.)	34.0	177
95.	Muncie (Ind.)	33.8	178
190.	Champaign-Urbana (Ill.)	33.2	179
123.	St. Joseph (Mo.)	32.5	180
209.	Gastonia (N. C.)	31.8	181
197.	Daytona Beach (Fla.)	31.4	182
244.	Port Huron (Mich.)	31.4	182
245.	Portsmouth (Ohio)	31.3	184
259.	Williamsport (Pa.)	31.3	184
180.	Beloit-Janesville (Wisc.)	31.1	186
256.	Texarkana (Tex.-Ark.)	31.0	187
236.	New Castle (Pa.)	31.0	187
227.	Mansfield (Ohio)	30.9	189
113.	Pueblo (Colo.)	30.5	190
239.	Oshkosh (Wisc.)	30.0	191
199.	Elkhart (Ind.)	29.9	192
79.	Lima (Ohio)	29.9	192
57.	Green Bay (Wisc.)	29.9	192
177.	Bangor (Me.)	29.7	195
200.	Elmira (N. Y.)	29.7	195
101.	Ogden (Utah)	29.7	195
182.	Biloxi-Gulfport (Miss.)	29.5	198
44.	Durham (N. C.)	29.5	198
198.	Eau Claire (Wisc.)	29.3	200
195.	Danville (Ill.)	29.2	201
170.	Alexandria (La.)	29.1	202
185.	Bremerton (Wash.)	29.1	202
14.	Bay City (Mich.)	28.7	204
241.	Pasco-Kennewick-Richland (Wash.)	28.1	205
54.	Gadsden (Ala.)	28.0	206
205.	Fayetteville (N. C.)	27.6	207
196.	Danville (Va.)	27.5	208
194.	Cumberland (Md.)	27.2	209
258.	Watertown (N. Y.)	26.6	210
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	26.4	211
247.	Provo (Utah)	26.1	212
183.	Bloomington (Ill.)	26.0	213
138.	Sioux Falls (S. D.)	26.0	213
189.	Butte-Anaconda (Mont.)	25.7	215
73.	Kenosha (Wisc.)	25.6	216
253.	Sheboygan (Wisc.)	25.5	217
233.	Monroe-West Monroe (La.)	25.2	218
255.	Temple (Tex.)	25.2	218
174.	Appleton (Wisc.)	25.2	218
240.	Paducah (Ky.)	24.7	221
211.	Hagerstown (Md.)	24.4	222
262.	Zanesville (Ohio)	24.4	222
224.	Lewiston-Auburn (Me.)	24.2	224
223.	Lebanon (Pa.)	24.1	225
257.	Tyler (Tex.)	24.1	225
179.	Bellingham (Wash.)	24.1	225
235.	Newark (Ohio)	24.0	228
218.	Lafayette (Ind.)	23.9	229
250.	Reno (Nev.)	23.8	230
169.	Abilene (Tex.)	23.8	230
173.	Anniston (Ala.)	23.5	232
251.	Richmond (Ind.)	23.4	233
181.	Billings (Mont.)	23.2	234
243.	Petersburg-Hopewell (Va.)	23.1	235
238.	Odessa (Tex.)	22.7	236
192.	Clarksburg (W. Va.)	22.7	236
248.	Quincy (Ill.)	21.8	238
126.	San Angelo (Tex.)	21.6	239
225.	Lynchburg (Va.)	21.6	239
215.	Kankakee (Ill.)	21.5	241
175.	Auburn (N. Y.)	21.5	241
230.	Middletown (Conn.)	21.3	243
217.	La Crosse (Wisc.)	21.3	243
210.	Great Falls (Mont.)	21.1	245
50.	Fort Smith (Ark.)	21.0	246
228.	Marion (Ind.)	20.8	247
260.	Wilmington (N. C.)	20.8	247
42.	Dubuque (Iowa)	20.5	249
222.	Lawton (Okla.)	20.5	249
226.	Manitowoc-Two Rivers (Wisc.)	20.5	249
212.	Hutchinson (Kans.)	19.3	252
204.	Fargo (N. D.)	19.2	253
216.	Kokomo (Ind.)	19.0	254
249.	Rapid City (S. D.)	18.3	255
208.	Galesburg (Ill.)	18.1	256
188.	Burlington (Vt.)	17.8	257
191.	Cheyenne (Wyo.)	17.0	258
201.	Enid (Okla.)	15.8	259
229.	Mason City (Iowa)	15.5	260
77.	Laredo (Tex.)	14.9	261
231.	Midland (Tex.)	14.1	262

Total Above Metropolitan Areas.. 33,520.1

SALES come easier in the....



Over
00,000
Circulation
Daily

Over
00,000
Readers
Daily

GROWING GREENSBORO METROPOLITAN MARKE

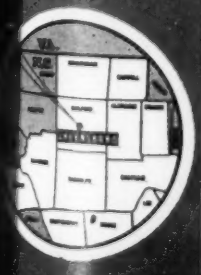
GREENSBORO *ranks in the natio*

113th in number of families!
109th in total income!
83rd in total retail sales!

GREENSBORO *ranks in the south*

23rd in number of families!
20th in total income!
15th in total retail sales!

Figures from Sales Management Survey of Buying Power, 1957



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.
New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

Per Family Retail Sales Ranking of Metropolitan County Areas

SM Estimates, 1956, for PER FAMILY RETAIL SALES in Descending Order

Code Number	AREA and STATE	TOTAL RETAIL SALES PER FAMILY SM Estimates	Rank in Group
231.	Midland (Tex.)	5,838	1
140.	Miami (Fla.)	5,837	2
250.	Reno (Nev.)	5,718	3
56.	Greensboro-High Point (N. C.)	5,661	4
204.	Fargo (N. D.)	5,413	5
26.	Charlotte (N. C.)	5,350	6
9.	Atlantic City (N. J.)	5,288	7
207.	Fort Lauderdale (Fla.)	5,274	8
182.	Trenton (N. J.)	5,237	9
116.	Raleigh (N. C.)	5,150	10
19.	Bridgeport-Stamford-Norwalk (Conn.)	5,045	11
201.	Enid (Okla.)	4,990	12
35.	Dallas (Tex.)	4,917	13
6.	Atlanta (Ga.)	4,883	14
67.	Green Bay (Wisc.)	4,864	15
63.	Hartford-New Britain (Conn.)	4,825	16
30.	Cleveland (Ohio)	4,782	17
3.	Albuquerque (N. M.)	4,728	18
229.	Mason City (Iowa)	4,714	19
33.	Columbus (Ohio)	4,684	20
227.	Mansfield (Ohio)	4,684	20
87.	Madison (Wisc.)	4,677	22
97.	New Haven-Waterbury (Conn.)	4,672	23
177.	Bangor (Me.)	4,670	24
37.	Dayton (Ohio)	4,661	25
76.	Lansing (Mich.)	4,648	26
183.	Colorado Springs (Colo.)	4,642	27
23.	Cedar Rapids (Iowa)	4,624	28
238.	Odessa (Tex.)	4,622	29
126.	Salt Lake City (Utah)	4,622	30
69.	Jacksonville (Fla.)	4,618	31
189.	West Palm Beach (Fla.)	4,618	31
166.	Youngstown (Ohio)	4,616	33
66.	Indianapolis (Ind.)	4,615	34
215.	Kankakee (Ill.)	4,610	35
110.	Portland (Me.)	4,605	36
232.	Modesto (Cal.)	4,584	37
41.	Detroit (Mich.)	4,577	38
121.	Sacramento (Cal.)	4,574	39
205.	Fayetteville (N. C.)	4,570	40
230.	Middletown (Conn.)	4,567	41
22.	Canton (Ohio)	4,542	42
150.	Fort Smith (Ark.)	4,534	43
1.	Akron (Ohio)	4,528	44
188.	Burlington (Vt.)	4,525	45
225.	Lynchburg (Va.)	4,517	46
217.	La Crosse (Wisc.)	4,510	47
164.	Wilmington (Del.)	4,509	48
246.	Poughkeepsie-Newburgh-Beacon (N. Y.)	4,509	48
28.	Chicago (Ill.)	4,492	50
49.	Flint (Mich.)	4,492	50
18.	Boston (Mass.)	4,477	52
181.	Billings (Mont.)	4,477	52
60.	Hamilton-Middletown (Ohio)	4,462	54
120.	Rockford (Ill.)	4,459	55
243.	Petersburg-Hopewell (Va.)	4,455	56
221.	Las Vegas (Nev.)	4,451	57
237.	New London-Norwich (Conn.)	4,449	58
79.	Lima (Ohio)	4,449	58
91.	Milwaukee (Wisc.)	4,447	60
118.	Roanoke (Va.)	4,444	61
89.	Memphis (Tenn.)	4,442	62
104.	Orlando (Fla.)	4,429	63
260.	Wilmington (N. C.)	4,423	64
53.	Fresno (Cal.)	4,418	65
144.	Springfield (Ohio)	4,412	66
58.	Grand Rapids (Mich.)	4,410	67
172.	Ann Arbor (Mich.)	4,403	68
6.	Amarillo (Tex.)	4,392	69
174.	Appleton (Wisc.)	4,388	70
117.	Richmond (Va.)	4,384	71
210.	Great Falls (Mont.)	4,383	72
157.	Washington (D. C.)	4,367	73
132.	Santa Barbara (Cal.)	4,361	74
39.	Denver (Colo.)	4,361	74
96.	Nashville (Tenn.)	4,350	76
38.	Decatur (Ill.)	4,332	77
141.	Springfield (Ill.)	4,311	78
176.	Bakersfield (Cal.)	4,305	79
150.	Toledo (Ohio)	4,299	80
75.	Lancaster (Pa.)	4,299	80
180.	Beloit-Janesville (Wisc.)	4,296	82
197.	Daytona Beach (Fla.)	4,294	83
142.	Springfield-Holyoke (Mass.)	4,294	83
146.	Syracuse (N. Y.)	4,287	85
72.	Kansas City (Mo.)	4,286	86
92.	Minneapolis-St. Paul (Minn.)	4,274	87
42.	Dubuque (Iowa)	4,268	88
88.	Manchester (N. H.)	4,262	89
148.	Stockton (Cal.)	4,261	90
137.	Sioux City (Iowa)	4,258	91
40.	Des Moines (Iowa)	4,255	92
44.	Durham (N. C.)	4,252	93
135.	Seattle (Wash.)	4,252	93
51.	Fort Wayne (Ind.)	4,236	95
31.	Columbia (S. C.)	4,225	96
211.	Hagerstown (Md.)	4,219	97
148.	Tampa-St. Petersburg (Fla.)	4,218	98
71.	Kalamazoo (Mich.)	4,216	99
131.	San Jose (Cal.)	4,210	100
162.	Wichita Falls (Tex.)	4,204	101
83.	Los Angeles-Long Beach (Cal.)	4,201	102
199.	Elkhart (Ind.)	4,193	103
105.	Peoria (Ill.)	4,180	104
67.	Jackson (Mich.)	4,174	105
185.	Winston-Salem (N. C.)	4,160	106
102.	Oklahoma City (Okla.)	4,158	107
84.	Houston (Tex.)	4,157	108
158.	Waterloo (Iowa)	4,156	109
12.	Baltimore (Md.)	4,153	110
15.	Beaumont-Port Arthur (Tex.)	4,133	111
128.	San Angelo (Tex.)	4,123	112
208.	Galesburg (Ill.)	4,122	113
224.	Lewiston-Auburn (Me.)	4,119	114
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	4,118	115
109.	Pittsfield (Mass.)	4,114	116
4.	Allentown-Bethlehem-Easton (Pa.)	4,100	117
138.	Sioux Falls (S. D.)	4,096	118
249.	Rapid City (S. D.)	4,090	119
114.	Racine (Wisc.)	4,090	119
223.	Lebanon (Pa.)	4,089	121
85.	Lubbock (Tex.)	4,062	122
103.	Omaha (Nebr.)	4,060	123
68.	Jackson (Miss.)	4,077	124
169.	Abilene (Tex.)	4,076	125
82.	Harrisburg (Pa.)	4,060	126
242.	Pensacola (Fla.)	4,056	127
233.	Monroe-West Monroe (La.)	4,056	127
154.	Tulsa (Okla.)	4,056	127
29.	Cincinnati (Ohio)	4,052	130
46.	Erie (Pa.)	4,044	131
11.	Austin (Tex.)	4,041	132
258.	Watertown (N. Y.)	4,033	133
21.	Buffalo (N. Y.)	4,030	134
82.	Lorain-Elyria (Ohio)	4,027	135
7.	Asheville (N. C.)	4,026	136
119.	Rochester (N. Y.)	4,024	137
184.	Boise (Idaho)	4,022	138
235.	Newark (Ohio)	4,022	138
45.	El Paso (Tex.)	4,020	140
78.	Lexington (Ky.)	4,017	141
167.	York (Pa.)	4,010	142
191.	Cheyenne (Wyo.)	4,000	143
106.	Philadelphia (Pa.)	3,998	144
130.	San Francisco-Oakland (Cal.)	3,995	145
2.	Albany-Schenectady Troy, (N. Y.)	3,939	146
122.	Saginaw (Mich.)	3,971	147
190.	Champaign-Urbana (Ill.)	3,970	148
99.	New York-N. E. New Jersey (N. Y.-N. J.)	3,968	149
116.	Reading (Pa.)	3,967	150
94.	Montgomery (Ala.)	3,965	151
52.	Fort Worth (Tex.)	3,948	152
151.	Topeka (Kans.)	3,947	153
198.	Eau Claire (Wisc.)	3,947	153
161.	Wichita (Kans.)	3,945	155
14.	Bay City (Mich.)	3,945	155
234.	Muskegon (Mich.)	3,927	157
160.	Wheeling-Steubenville (W. Va.-Ohio)	3,924	158
183.	Bloomington (Ill.)	3,914	159
127.	San Antonio (Tex.)	3,913	160
136.	Shreveport (La.)	3,908	161
16.	Binghamton (N. Y.)	3,902	162
112.	Providence-Pawtucket (R. I.)	3,892	163
153.	Tucson (Ariz.)	3,889	164
200.	Elmira (N. Y.)	3,886	165
13.	Baton Rouge (La.)	3,880	166
239.	Oshkosh (Wisc.)	3,877	167
156.	Waco (Tex.)	3,876	168
195.	Danville (Ill.)	3,875	169
108.	Pittsburgh (Pa.)	3,870	170
140.	Spokane (Wash.)	3,865	171
84.	Louisville (Ky.)	3,863	172
107.	Phoenix (Ariz.)	3,861	173
220.	Lakeland (Fla.)	3,854	174
27.	Chattanooga (Tenn.)	3,847	175
124.	St. Louis (Mo.)	3,844	176
218.	Lafayette (Ind.)	3,843	177
74.	Knoxville (Tenn.)	3,833	178
61.	Hampton-Newport News-Warwick (Va.)	3,831	179
155.	Utica-Rome (N. Y.)	3,812	180
34.	Corpus Christi (Tex.)	3,802	181
226.	Manitowoc-Two Rivers (Wisc.)	3,798	182
251.	Richmond (Ind.)	3,786	183
257.	Tyler (Tex.)	3,786	183
244.	Port Huron (Mich.)	3,783	185
55.	Galveston (Tex.)	3,783	186
212.	Hutchinson (Kans.)	3,779	187
219.	Lake Charles (La.)	3,778	188
100.	Norfolk-Portsmouth (Va.)	3,778	188
73.	Kenosha (Wisc.)	3,778	188
25.	Charleston (W. Va.)	3,777	191
192.	Clarksburg (W. Va.)	3,770	192
20.	Brockton (Mass.)	3,768	193
166.	Worcester (Mass.)	3,765	194
86.	Macon (Ga.)	3,764	195
113.	Pueblo (Colo.)	3,752	196
139.	South Bend (Ind.)	3,748	197
43.	Duluth-Superior (Minn.-Wisc.)	3,741	198
216.	Kokomo (Ind.)	3,733	199
253.	Sheboygan (Wisc.)	3,730	200
175.	Auburn (N. Y.)	3,728	201
80.	Lincoln (Nebr.)	3,727	202
98.	New Orleans (La.)	3,726	203
252.	Salem (Ore.)	3,720	204
59.	Greenville (S. C.)	3,720	204
178.	Battle Creek (Mich.)	3,708	206
111.	Portland (Ore.)	3,701	207
202.	Eugene (Ore.)	3,695	208
133.	Savannah (Ga.)	3,683	209
101.	Ogden (Utah)	3,677	210
262.	Zanesville (Ohio)	3,650	211
171.	Anderson (Ind.)	3,624	212
93.	Mobile (Ala.)	3,595	213
65.	Huntington-Ashland (W. Va.-Ky.)	3,594	214
149.	Terre Haute (Ind.)	3,567	215
81.	Little Rock-North Little Rock (Ark.)	3,564	216
128.	San Bernardino-Riverside, Ontario (Cal.)	3,554	217
222.	Lawton (Okla.)	3,554	217
123.	St. Joseph (Mo.)	3,523	219
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	3,517	220
147.	Tacoma (Wash.)	3,492	221
261.	Yakima (Wash.)	3,481	222
129.	San Diego (Cal.)	3,480	223
259.	Williamsport (Pa.)	3,475	224
236.	New Castle (Pa.)	3,453	225
24.	Charleston (S. C.)	3,452	226
47.	Evansville (Ind.)	3,441	227
32.	Columbus (Ga.)	3,433	228
48.	Fall River-New Bedford (Mass.)	3,426	229
17.	Birmingham (Ala.)	3,423	230
95.	Muncie (Ind.)	3,407	231
189.	Butte-Anaconda (Mont.)	3,402	232
5.	Altoona (Pa.)	3,395	233
214.	Joplin (Mo.)	3,394	234
182.	Biloxi-Gulfport (Miss.)	3,393	235
241.	Pasco-Kennewick-Richland (Wash.)	3,388	236
209.	Gastonia (N. C.)	3,385	237
228.	Marion (Ind.)	3,384	238
77.	Laredo (Tex.)	3,381	239
213.	Jamestown (N. Y.)	3,375	240
143.	Springfield (Mo.)	3,367	241
248.	Quincy (Ill.)	3,297	242
134.	Scranton (Pa.)	3,295	243
255.	Temple (Tex.)	3,282	244
194.	Cumberland (Md.)	3,223	245
170.	Alexandria (La.)	3,219	246
70.	Johnstown (Pa.)	3,167	247
163.	Wilkes-Barre-Hazleton (Pa.)	3,158	248
173.	Anniston (Ala.)	3,147	249
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	3,133	250
247.	Provo (Utah)	3,122	251
196.	Danville (Va.)	3,114	252
54.	Gadsden (Ala.)	3,077	253
203.	Everett (Wash.)	3,032	254
10.	Augusta (Ga.)	2,998	255
245.	Portsmouth (Ohio)	2,992	256
185.	Bremerton (Wash.)	2,969	257
254.	Spartanburg (S. C.)	2,897	258
240.	Paducah (Ky.)	2,759	259
256.	Texarkana (Tex.-Ark.)	2,644	260
187.	Brownsville-Harlingen-McAllen (Tex.)	2,641	261
179.	Bellingham (Wash.)	2,300	262

Average Above Metropolitan Areas 4,148

SALES come easier in the...



GROWING GREENSBORO METROPOLITAN MARKET

In Per Family Sales GREENSBORO Ranks

4th IN THE NATION
. . . outranking Detroit and Indianapolis!

2nd IN THE SOUTH
. . . outranking Atlanta and Jacksonville!

1st IN THE CAROLINAS
. . . outranking Charlotte and Raleigh!

Figures from Sales Management Survey of Buying Power, 1957

Over
00,000
Circulation
Daily

Over
00,000
Readers
Daily



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.
New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1956, for TOTAL RETAIL SALES in Descending Order

Code Number	AREA and STATE	TOTAL RETAIL SALES SM Estimates (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	17,488,328	1
28.	Chicago (Ill.)	8,524,669	2
83.	Los Angeles-Long Beach (Cal.)	8,485,175	3
106.	Philadelphia (Pa.)	4,639,015	4
41.	Detroit (Mich.)	4,758,632	5
18.	Boston (Mass.)	3,864,632	6
130.	San Francisco-Oakland (Cal.)	3,536,965	7
108.	Pittsburgh (Pa.)	2,617,236	8
30.	Cleveland (Ohio)	2,388,956	9
157.	Washington (D. C.)	2,366,032	10
124.	St. Louis (Mo.)	2,288,574	11
12.	Baltimore (Md.)	1,797,967	12
92.	Minneapolis-St. Paul (Minn.)	1,672,761	13
21.	Buffalo (N. Y.)	1,501,178	14
91.	Milwaukee (Wisc.)	1,451,461	15
64.	Houston (Tex.)	1,409,543	16
90.	Miami (Fla.)	1,376,960	17
72.	Kansas City (Mo.)	1,370,978	18
29.	Cincinnati (Ohio)	1,331,119	19
35.	Dallas (Tex.)	1,243,122	20
8.	Atlanta (Ga.)	1,178,805	21
135.	Seattle (Wash.)	1,129,831	22
39.	Denver (Colo.)	1,042,393	23
111.	Portland (Ore.)	1,013,646	24
129.	San Diego (Cal.)	1,002,462	25
68.	Indianapolis (Ind.)	911,459	26
96.	New Orleans (La.)	885,619	27
19.	Bridgeport-Stamford-Norwalk (Conn.)	880,917	28
63.	Hartford-New Britain (Conn.)	877,258	29
33.	Columbus (Ohio)	865,049	30
97.	New Haven-Waterbury (Conn.)	842,299	31
112.	Providence-Pawtucket (R. I.)	809,162	32
84.	Louisville (Ky.)	802,712	33
148.	Tampa-St. Petersburg (Fla.)	786,145	34
128.	San Bernardino-Riverside-Ontario (Cal.)	783,956	35
166.	Youngstown (Ohio)	754,242	36
37.	Dayton (Ohio)	741,111	37
2.	Albany-Schenectady-Troy (N. Y.)	703,729	38
89.	Memphis (Tenn.)	692,889	39
119.	Rochester (N. Y.)	680,497	40
1.	Akron (Ohio)	657,394	41
52.	Fort Worth (Tex.)	643,138	42
166.	Worcester (Mass.)	636,221	43
131.	San Jose (Cal.)	634,808	44
127.	San Antonio (Tex.)	612,352	45
150.	Toledo (Ohio)	610,891	46
142.	Springfield-Holyoke (Mass.)	602,034	47
17.	Birmingham (Ala.)	596,345	48
121.	Sacramento (Cal.)	586,330	49
107.	Phoenix (Ariz.)	583,344	50
100.	Norfolk-Portsmouth (Va.)	560,312	51
4.	Allentown-Bethlehem-Easton (Pa.)	537,157	52
69.	Jacksonville (Fla.)	533,422	53
102.	Oklahoma City (Okla.)	531,761	54
103.	Omaha (Nebr.)	511,693	55
146.	Syracuse (N. Y.)	490,057	56
49.	Flint (Mich.)	453,255	57
96.	Nashville (Tenn.)	447,177	58
117.	Richmond (Va.)	446,262	59
56.	Grand Rapids (Mich.)	444,979	60
125.	Salt Lake City (Utah)	442,765	61
53.	Fresno (Cal.)	438,658	62
164.	Wilmington (Del.)	423,371	63
22.	Canton (Ohio)	422,376	64
154.	Tulsa (Okla.)	416,524	65
48.	Fall River-New Bedford (Mass.)	410,829	66
161.	Wichita (Kans.)	406,760	67
160.	Wheeling-Steubenville (W. Va.-Ohio)	405,298	68
146.	Poughkeepsie-Newburgh-Beacon (N. Y.)	397,208	69
62.	Harrisburg (Pa.)	388,508	70
74.	Knoxville (Tenn.)	376,362	71
152.	Trenton (N. J.)	370,652	72
105.	Peoria (Ill.)	355,701	73
40.	Des Moines (Iowa)	349,756	74
176.	Bakersfield (Cal.)	343,932	75
26.	Charlotte (N. C.)	338,652	76
140.	Spokane (Wash.)	338,221	77
155.	Utica-Rome (N. Y.)	337,347	78
207.	Fort Lauderdale (Fla.)	336,481	79
163.	Wilkes-Barre-Hazleton (Pa.)	332,242	80
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	331,491	81
25.	Charleston (W. Va.)	330,900	82
58.	Greensboro-High Point (N. C.)	327,763	83
147.	Tacoma (Wash.)	321,283	84
27.	Chattanooga (Tenn.)	308,499	85
43.	Duluth-Superior (Minn.-Wisc.)	307,128	86
116.	Reading (Pa.)	306,647	87
75.	Lancaster (Pa.)	298,780	88
145.	Stockton (Cal.)	296,971	89
3.	Albuquerque (N. M.)	290,276	90
136.	Shreveport (La.)	288,809	91
76.	Lansing (Mich.)	286,163	92
45.	El Paso (Tex.)	284,996	93
46.	Erie (Pa.)	277,821	94
15.	Beaumont-Port Arthur (Tex.)	277,748	95
51.	Fort Wayne (Ind.)	276,199	96
139.	South Bend (Ind.)	273,087	97
93.	Mobile (Ala.)	271,029	98
104.	Orlando (Fla.)	265,293	99
65.	Huntington-Ashland (W. Va.-Ky.)	262,376	100
81.	Little Rock-North Little Rock (Ark.)	259,490	101
159.	West Palm Beach (Fla.)	259,077	102
167.	York (Pa.)	258,228	103
120.	Rockford (Ill.)	255,494	104
153.	Tucson (Ariz.)	253,940	105
34.	Corpus Christi (Tex.)	253,228	106
20.	Brockton (Mass.)	252,450	107
87.	Madison (Wisc.)	250,680	108
70.	Johnstown (Pa.)	250,168	109
134.	Scranton (Pa.)	241,179	110
13.	Baton Rouge (La.)	238,241	111
9.	Atlantic City (N. J.)	236,921	112
16.	Binghamton (N. Y.)	235,681	113
187.	Brownsville-Harlingen-McAllen (Tex.)	232,970	114
110.	Portland (Me.)	232,559	115
82.	Evansville (Ind.)	230,181	116
60.	Lorain-Elyria (Ohio)	226,709	117
237.	Hamilton-Middletown (Ohio)	218,182	118
	New London-Norwich (Conn.)	215,321	119
10.	Augusta (Ga.)	212,832	120
11.	Austin (Tex.)	207,720	121
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	207,162	122
88.	Manchester (N. H.)	206,702	123
122.	Saginaw (Mich.)	206,497	124
232.	Modesto (Cal.)	205,817	125
59.	Greenville (S. C.)	202,751	126
115.	Raleigh (N. C.)	202,399	127
165.	Winston-Salem (N. C.)	199,685	128
141.	Springfield (Ill.)	195,726	129
71.	Kalamazoo (Mich.)	193,103	130
6.	Amarillo (Tex.)	191,472	131
122.	Ann Arbor (Mich.)	187,574	132
31.	Columbia (S. C.)	186,322	133
85.	Lubbock (Tex.)	186,159	134
61.	Hampton-Newport News-Warwick (Va.)	185,014	135
68.	Jackson (Miss.)	183,056	136
24.	Charleston (S. C.)	182,974	137
202.	Eugene (Ore.)	182,523	138
133.	Savannah (Ga.)	178,611	139
220.	Lakeland (Fla.)	177,653	140
32.	Columbus (Ga.)	177,481	141
94.	Montgomery (Ala.)	176,821	142
118.	Roanoke (Va.)	176,439	143
86.	Macon (Ga.)	173,901	144
23.	Cedar Rapids (Iowa)	173,611	145
193.	Colorado Springs (Colo.)	172,443	146
184.	Boise (Idaho)	172,156	147
109.	Pittsfield (Mass.)	171,135	148
242.	Pensacola (Fla.)	168,712	149
80.	Lincoln (Nebr.)	167,323	150
221.	Las Vegas (Nev.)	166,467	151
144.	Springfield (Ohio)	166,335	152
234.	Muskegon (Mich.)	166,096	153
151.	Topeka (Kans.)	165,385	154
261.	Yakima (Wash.)	164,300	155
156.	Waco (Tex.)	160,836	156
213.	Jamestown (N. Y.)	160,671	157
132.	Santa Barbara (Cal.)	157,866	158
38.	Decatur (Ill.)	155,957	159
178.	Battle Creek (Mich.)	154,637	160
137.	Sioux City (Iowa)	154,502	161
67.	Jackson (Mich.)	150,250	162
114.	Racine (Wisc.)	149,276	163
252.	Salem (Ore.)	147,309	164
57.	Green Bay (Wisc.)	145,128	165
227.	Mansfield (Ohio)	144,734	166
158.	Waterloo (Iowa)	144,618	167
7.	Asheville (N. C.)	144,528	168
162.	Wichita Falls (Tex.)	142,926	169
203.	Everett (Wash.)	138,849	170
177.	Bangor (Me.)	138,692	171
83.	Lexington (Ky.)	138,586	172
55.	Galveston (Tex.)	138,096	173
250.	Reno (Nev.)	136,063	174
197.	Daytona Beach (Fla.)	134,831	175
5.	Altoona (Pa.)	134,793	176
171.	Anderson (Ind.)	133,738	177
180.	Beloit-Janesville (Wisc.)	133,609	178
143.	Springfield (Mo.)	133,351	179
79.	Lima (Ohio)	133,040	180
219.	Lake Charles (La.)	131,840	181
190.	Champaign-Urbana (Ill.)	131,806	182
214.	Joplin (Mo.)	127,968	183
205.	Fayetteville (N. C.)	126,130	184
44.	Durham (N. C.)	125,429	185
199.	Elkhart (Ind.)	125,362	186
149.	Terre Haute (Ind.)	124,490	187
254.	Spartanburg (S. C.)	121,375	188
244.	Port Huron (Mich.)	118,788	189
239.	Oshkosh (Wisc.)	116,306	190
198.	Eau Claire (Wisc.)	115,644	191
200.	Elmira (N. Y.)	115,426	192
95.	Muncie (Ind.)	115,162	193
123.	St. Jospeh (Mo.)	114,492	194
113.	Pueblo (Colo.)	114,425	195
14.	Bay City (Mich.)	113,223	196
195.	Danville (Ill.)	113,141	197
174.	Appleton (Wisc.)	110,530	198
101.	Ogden (Utah)	109,211	199
259.	Williamsport (Pa.)	108,771	200
209.	Gastonia (N. C.)	107,644	201
258.	Watertown (N. Y.)	107,289	202
236.	New Castle (Pa.)	107,046	203
138.	Sioux Falls (S. D.)	106,490	204
238.	Odessa (Tex.)	104,954	205
204.	Fargo (N. D.)	103,933	206
181.	Billings (Mont.)	103,857	207
211.	Hagerstown (Md.)	102,954	208
243.	Petersburg-Hopewell (Va.)	102,913	209
233.	Monroe-West Monroe (La.)	102,222	210
183.	Bloomington (Ill.)	101,767	211
182.	Biloxi-Gulfport (Miss.)	100,096	212
224.	Lewiston-Auburn (Me.)	99,671	213
215.	Kankakee (Ill.)	99,114	214
223.	Lebanon (Pa.)	98,544	215
225.	Lynchburg (Va.)	97,568	216
230.	Middletown (Conn.)	97,275	217
169.	Abiline (Tex.)	97,017	218
73.	Kenosha (Wisc.)	96,719	219
235.	Newark (Ohio)	96,535	220
271.	La Crosse (Wisc.)	96,063	221
50.	Fort Smith (Ark.)	95,214	222
241.	Pasco-Kennewick-Richland (Wash.)	95,207	223
253.	Sheboygan (Wisc.)	95,103	224
170.	Alexandria (La.)	93,660	225
245.	Portsmouth (Ohio)	93,653	226
210.	Great Falls (Mont.)	92,481	227
260.	Wilmington (N. C.)	92,005	228
218.	Lafayette (Ind.)	91,858	229
257.	Tyler (Tex.)	91,233	230
126.	San Angelo (Tex.)	89,066	231
262.	Zanesville (Ohio)	89,063	232
251.	Richmond (Ind.)	88,582	233
194.	Cumberland (Md.)	87,666	234
42.	Dubuque (Iowa)	87,484	235
189.	Butte-Anaconda (Mont.)	87,424	236
185.	Bremerton (Wash.)	86,309	237
54.	Gadsden (Ala.)	86,161	238
196.	Danville (Va.)	85,636	239
192.	Clarksburg (W. Va.)	85,560	240
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	82,724	241
255.	Temple (Tex.)	82,696	242
231.	Midland (Tex.)	82,311	243
256.	Texarkana (Tex.-Ark.)	81,970	244
247.	Provo (Utah)	81,481	245
188.	Burlington (Vt.)	80,549	246
175.	Auburn (N. Y.)	80,151	247
201.	Enid (Okla.)	78,848	248
228.	Manitowoc-Two Rivers (Wisc.)	77,861	249
249.	Rapid City (S. D.)	74,856	250
208.	Galesburg (Ill.)	74,613	251
173.	Anniston (Ala.)	73,958	252
229.	Mason City (Iowa)	73,072	253
212.	Hutchinson (Kans.)	72,936	254
222.	Lawton (Okla.)	72,863	255
248.	Quincy (Ill.)	71,874	256
216.	Kokomo (Ind.)	70,932	257
226.	Marion (Ind.)	70,397	258
240.	Paducah (Ky.)	68,138	259
191.	Cheyenne (Wyo.)	66,004	260
179.	Bellingham (Wash.)	55,416	261
77.	Laredo (Tex.)	50,371	262

Total Above Metropolitan Areas . . 139,037,974

15th Market in The South
83rd in the Nation

TOTAL RETAIL SALES

come easier in the growing

GREENSBORO

Metropolitan Market

EADS 30 LARGER and 149 other METROPOLITAN MARKETS

Over 100,000 Circulation Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Total Retail Sales (000)	Total Retail Sales Rank	1956 Over 1954* Gain (000)	1956 Over 19 Gain (000)
113	58.0	GREENSBORO, N. C.	$327,623	83	$80,899	$150,17
72	92.0	Tacoma, Wash	321,283	84	38,039	102,99
82	80.2	Chattanooga, Tenn.	308,499	85	39,379	110,65
80	82.1	Duluth-Superior, Minn.-Wis.	307,128	86	27,241	68,26
85	77.3	Reading, Pa.	306,647	87	34,963	76,10
87	73.9	Shreveport, La.	288,809	91	42,079	102,14
90	72.9	South Bend, Ind.	273,087	97	21,320	55,17
86	75.4	Mobile, Ala.	271,029	98	38,347	101,23
89	73.0	Huntington-Ashland, W. Va.-Ky.	262,376	100	39,382	87,52
84	79.0	Johnstown, Pa.	250,168	109	29,443	39,83

. . . and 21 Other Larger Metropolitan Markets including Augusta, Ga., El Paso, Browns-Hrlng-McAln, Beaumont-Arthur and Corpus Christi, Tex., Stockton, Calif., Lancaster, Erie, York and Scranton, Pa., Baton Rouge, La., Brock Mass., Evansville, and Ft. Wayne, Ind., and Tucson, Ariz.

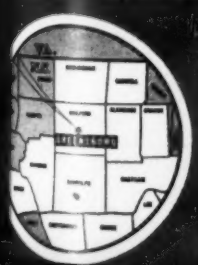
. . . 2nd in the CAROLINAS' METROPOLITAN Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Total Retail Sales (000)	Total Retail Sales Rank	1956 Over 1954* Gain (000)	1956 Over 19 Gain (000)
106	63.3	Charlotte, N. C.	$338,652	76	$74,294	$154,6
113	58.0	GREENSBORO, N. C.	327,623	83	80,899	150,1
117	54.5	Greenville, S. C.	202,751	125	29,083	66,9
159	39.3	Raleigh, N. C.	202,399	127	49,146	98,3
130	48.0	Winston-Salem, N. C.	199,685	128	44,291	102,6
144	44.1	Columbia, S. C.	186,322	133	23,915	65,8
119	53.0	Charleston, S. C.	182,974	137	23,708	69,7
172	35.9	Asheville, N. C.	144,528	168	25,235	52,7
207	27.6	Fayetteville, N. C.	126,130	184	26,287	72,9
199	29.5	Durham, N. C.	125,429	185	23,141	35,4
150	41.9	Spartanburg, S. C.	121,375	188	10,974	20,6
181	31.8	Gastonia, N. C.	107,644	201	23,769	41,6
248	20.8	Wilmington, N. C.	92,005	228	13,175	37,4

* U. S. Bureau of Census figures 1954 and 1948. All other figures Sales Management Survey of Buying Power

. . . . . $804,857,000 RETAIL SALES IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.
New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

15th

FOOD STORE SALES

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1956, for FOOD STORE SALES in Descending Order

Code Number	AREA and STATE	FOOD STORE SALES SM Estimates (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	4,533,318	1
83.	Los Angeles-Long Beach (Cal.)	1,997,454	2
128.	Chicago (Ill.)	1,837,873	3
106.	Philadelphia (Pa.)	1,095,641	4
41.	Detroit (Mich.)	1,093,140	5
18.	Boston (Mass.)	985,802	6
130.	San Francisco-Oakland (Cal.)	880,673	7
108.	Pittsburgh (Pa.)	697,365	8
30.	Cleveland (Ohio)	584,352	9
124.	St. Louis (Mo.)	550,531	10
157.	Washington (D. C.)	540,630	11
12.	Baltimore (Md.)	423,561	12
21.	Buffalo (N. Y.)	369,942	13
92.	Minneapolis-St. Paul (Minn.)	349,316	14
64.	Houston (Tex.)	327,077	15
91.	Milwaukee (Wisc.)	325,269	16
29.	Cincinnati (Ohio)	318,645	17
90.	Miami (Fla.)	300,057	18
72.	Kansas City (Mo.)	251,169	19
111.	Portland (Ore.)	242,010	20
135.	Seattle (Wash.)	239,252	21
8.	Atlanta (Ga.)	237,726	22
35.	Dallas (Tex.)	235,569	23
129.	San Diego (Cal.)	229,630	24
39.	Denver (Colo.)	226,900	25
19.	Bridgeport-Stamford-Norwalk (Conn.)	220,923	26
97.	New Haven-Waterbury (Conn.)	201,288	27
168.	Youngstown (Ohio)	194,486	28
33.	Columbus (Ohio)	188,811	29
63.	Hartford-New Britain (Conn.)	187,701	30
128.	San Bernardino-Riverside-Ontario (Cal.)	183,733	31
112.	Providence-Pawtucket (R. I.)	181,338	32
84.	Louisville (Ky.)	180,043	33
98.	New Orleans (La.)	174,462	34
2.	Albany-Schenectady-Troy (N. Y.)	169,649	35
37.	Dayton (Ohio)	169,147	36
66.	Indianapolis (Ind.)	168,797	37
131.	San Jose (Cal.)	163,144	38
148.	Tampa-St. Petersburg (Fla.)	161,983	39
1.	Akron (Ohio)	158,477	40
166.	Worcester (Mass.)	157,654	41
119.	Rochester (N. Y.)	156,183	42
121.	Sacramento (Cal.)	154,410	43
89.	Memphis (Tenn.)	147,129	44
17.	Birmingham (Ala.)	142,735	45
52.	Fort Worth (Tex.)	139,345	46
150.	Toledo (Ohio)	138,851	47
127.	San Antonio (Tex.)	135,489	48
107.	Phoenix (Ariz.)	134,193	49
142.	Springfield-Holyoke (Mass.)	133,281	50
100.	Norfolk-Portsmouth (Va.)	128,903	51
69.	Jacksonville (Fla.)	127,419	52
4.	Allentown-Bethlehem-Easton (Pa.)	120,721	53
146.	Syracuse (N. Y.)	115,969	54
102.	Oklahoma City (Okla.)	111,849	55
53.	Fresno (Cal.)	110,338	56
160.	Wheeling-Steubenville (W. Va.-Ohio)	108,903	57
22.	Canton (Ohio)	107,266	58
48.	Fall River-New Bedford (Mass.)	105,900	59
103.	Omaha (Nebr.)	101,228	60
49.	Flint (Mich.)	99,202	61
56.	Grand Rapids (Mich.)	99,114	62
246.	Poughkeepsie-Newburgh-Beacon (N. Y.)	98,245	63
96.	Nashville (Tenn.)	95,322	64
117.	Richmond (Va.)	94,039	65
125.	Salt Lake City (Utah)	90,170	66
74.	Knoxville (Tenn.)	90,020	67
163.	Wilkes-Barre-Hazleton (Pa.)	89,521	68
164.	Wilmington (Del.)	88,893	69
25.	Charleston (W. Va.)	85,583	70
155.	Utica-Rome (N. Y.)	83,592	71
176.	Bakersfield (Cal.)	81,652	72
152.	Trenton (N. J.)	79,232	73
161.	Wichita (Kans.)	78,963	74
154.	Tulsa (Okla.)	78,775	75
62.	Harrisburg (Pa.)	77,176	76
105.	Peoria (Ill.)	77,118	77
147.	Tacoma (Wash.)	76,180	78
43.	Duluth-Superior (Minn.-Wisc.)	76,010	79
116.	Reading (Pa.)	74,102	80
140.	Spokane (Wash.)	73,170	81
27.	Chattanooga (Tenn.)	73,088	82
207.	Fort Lauderdale (Fla.)	71,684	83
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	71,211	84
20.	Brockton (Mass.)	68,390	85
93.	Mobile (Ala.)	68,131	86
40.	Des Moines (Iowa)	67,936	87
15.	Beaumont-Port Arthur (Tex.)	67,594	88
136.	Shreveport (La.)	66,154	89
145.	Stockton (Cal.)	64,882	90
46.	Erie (Pa.)	64,800	91
65.	Huntington-Ashland (W. Va.-Ky.)	64,270	92
134.	Scranton (Pa.)	64,062	93
45.	El Paso (Tex.)	62,815	94
153.	Tucson (Ariz.)	62,318	95
58.	Greensboro-High Point (N. C.)	62,192	96
70.	Johnstown (Pa.)	60,992	97
82.	Lorain-Elyria (Ohio)	59,071	98
76.	Lansing (Mich.)	58,931	99
3.	Albuquerque (N. M.)	58,863	100
75.	Lancaster (Pa.)	58,569	101
139.	South Bend (Ind.)	57,732	102
34.	Corpus Christi (Tex.)	56,089	103
187.	Brownsville-Harlingen-McAllen (Tex.)	55,966	104
10.	Augusta (Ga.)	55,424	105
26.	Charlotte (N. C.)	55,344	106
16.	Binghamton (N. Y.)	55,092	107
88.	Manchester (N. H.)	54,774	108
81.	Little Rock-North Little Rock (Ark.)	53,189	109
159.	West Palm Beach (Fla.)	53,102	110
47.	Evansville (Ind.)	52,770	111
110.	Portland (Me.)	52,575	112
9.	Atlantic City (N. J.)	52,170	113
120.	Rockford (Ill.)	51,512	114
104.	Orlando (Fla.)	51,040	115
167.	York (Pa.)	50,094	116
87.	Madison (Wisc.)	50,079	117
237.	New London-Norwich (Conn.)	48,819	118
60.	Hamilton-Middletown (Ohio)	48,220	119
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	46,955	120
202.	Eugene (Ore.)	46,773	121
261.	Hampton-Newport News-Warwick (Va.)	46,651	122
13.	Baton Rouge (La.)	45,459	123
51.	Fort Wayne (Ind.)	45,118	124
234.	Muskegon (Mich.)	44,898	125
59.	Greenville (S. C.)	44,635	126
220.	Lakeland (Fla.)	44,112	127
232.	Modesto (Cal.)	43,886	128
172.	Ann Arbor (Mich.)	43,876	129
24.	Charleston (S. C.)	43,634	130
109.	Pittsfield (Mass.)	42,857	131
242.	Pensacola (Fla.)	41,626	132
11.	Austin (Tex.)	41,534	133
115.	Raleigh (N. C.)	41,445	134
227.	Mansfield (Ohio)	41,280	135
32.	Columbus (Ga.)	41,088	136
165.	Winston-Salem (N. C.)	40,588	137
71.	Kalamazoo (Mich.)	40,482	138
122.	Saginaw (Mich.)	40,284	139
133.	Savannah (Ga.)	40,263	140
213.	Jamestown (N. Y.)	39,560	141
86.	Macon (Ga.)	39,112	142
178.	Battle Creek (Mich.)	39,072	143
144.	Springfield (Ohio)	38,304	144
68.	Jackson (Miss.)	38,202	145
141.	Springfield (Ill.)	37,609	146
221.	Las Vegas (Nev.)	36,921	147
132.	Santa Barbara (Cal.)	36,838	148
156.	Waco (Tex.)	36,263	149
114.	Racine (Wisc.)	36,239	150
203.	Everett (Wash.)	36,182	151
5.	Altoona (Pa.)	36,099	152
118.	Roanoke (Va.)	36,048	153
261.	Yakima (Wash.)	35,888	154
31.	Columbia (S. C.)	35,736	155
151.	Topeka (Kans.)	34,531	156
57.	Green Bay (Wisc.)	34,459	157
67.	Jackson (Mich.)	33,953	158
55.	Galveston (Tex.)	33,940	159
85.	Lubbock (Tex.)	33,701	160
94.	Montgomery (Ala.)	33,663	161
177.	Bangor (Me.)	33,425	162
184.	Boise (Idaho)	33,334	163
193.	Colorado Springs (Colo.)	33,022	164
38.	Decatur (Ill.)	32,975	165
244.	Port Huron (Mich.)	32,837	166
23.	Cedar Rapids (Iowa)	31,486	167
6.	Amarillo (Tex.)	30,899	168
171.	Anderson (Ind.)	30,694	169
7.	Asheville (N. C.)	30,411	170
252.	Salem (Ore.)	29,612	171
79.	Lima (Ohio)	29,464	172
113.	Pueblo (Colo.)	29,249	173
254.	Spartanburg (S. C.)	29,170	174
236.	New Castle (Pa.)	29,088	175
209.	Gastonia (N. C.)	28,334	176
137.	Sioux City (Iowa)	27,948	177
200.	Elmira (N. Y.)	27,893	178
158.	Waterloo (Iowa)	27,798	179
80.	Lincoln (Nebr.)	27,207	180
197.	Daytona Beach (Fla.)	27,130	181
101.	Ogden (Utah)	26,994	182
162.	Wichita Falls (Tex.)	26,702	183
14.	Bay City (Mich.)	26,417	184
199.	Elkhart (Ind.)	26,332	185
95.	Muncie (Ind.)	26,328	186
143.	Springfield (Mo.)	26,284	187
180.	Beloit-Janesville (Wisc.)	26,269	188
243.	Petersburg-Hopewell (Va.)	26,093	189
259.	Williamsport (Pa.)	26,029	190
239.	Oshkosh (Wisc.)	25,957	191
78.	Lexington (Ky.)	25,719	192
224.	Lewiston-Auburn (Me.)	25,716	193
195.	Danville (Ill.)	25,652	194
214.	Joplin (Mo.)	25,625	195
205.	Fayetteville (N. C.)	25,457	196
73.	Kenosha (Wisc.)	25,419	197
44.	Durham (N. C.)	25,334	198
219.	Lake Charles (La.)	25,310	199
241.	Pasco-Kennewick-Richland (Wash.)	25,013	200
190.	Champaign-Urbana (Ill.)	24,989	201
123.	St. Joseph (Mo.)	24,944	202
149.	Terre Haute (Ind.)	24,726	203
194.	Cumberland (Md.)	24,271	204
54.	Gadsden (Ala.)	23,745	205
235.	Newark (Ohio)	23,359	206
185.	Bremerton (Wash.)	23,215	207
182.	Biloxi-Gulfport (Miss.)	23,206	208
238.	Odessa (Tex.)	23,003	209
174.	Appleton (Wisc.)	22,808	210
215.	Kankakee (Ill.)	22,555	211
258.	Watertown (N. Y.)	22,489	212
189.	Butte-Anaconda (Mont.)	22,372	213
245.	Portsmouth (Ohio)	22,343	214
223.	Lebanon (Pa.)	21,675	215
250.	Reno (Nev.)	21,503	216
211.	Hagerstown (Md.)	21,439	217
230.	Middletown (Conn.)	21,379	218
253.	Sheboygan (Wisc.)	21,086	219
192.	Clarksburg (W. Va.)	20,695	220
198.	Eau Claire (Wisc.)	20,615	221
262.	Zanesville (Ohio)	20,586	222
201.	Enid (Okla.)	20,544	223
233.	Monroe-West Monroe (La.)	20,525	224
183.	Bloomington (Ill.)	20,403	225
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	20,227	226
257.	Tyler (Tex.)	20,133	227
225.	Lynchburg (Va.)	19,996	228
170.	Alexandria (La.)	19,770	229
169.	Abilene (Tex.)	19,699	230
217.	La Crosse (Wisc.)	19,578	231
181.	Billings (Mont.)	19,376	232
260.	Wilmington (N. C.)	19,128	233
126.	San Angelo (Tex.)	19,010	234
173.	Anniston (Ala.)	18,898	235
196.	Danville (Va.)	18,879	236
50.	Fort Smith (Ark.)	18,800	237
251.	Richmond (Ind.)	18,786	238
247.	Provo (Utah)	18,765	239
231.	Midland (Tex.)	18,505	240
175.	Auburn (N. Y.)	18,471	241
218.	Lafayette (Ind.)	18,218	242
188.	Burlington (Vt.)	18,050	243
255.	Temple (Tex.)	17,920	244
138.	Sioux Falls (S. D.)	17,482	245
42.	Dubuque (Iowa)	17,388	246
256.	Texarkana (Tex.-Ark.)	17,071	247
226.	Manitowoc-Two Rivers (Wisc.)	17,004	248
210.	Great Falls (Mont.)	16,620	249
240.	Paducah (Ky.)	16,207	250
228.	Marion (Ind.)	16,063	251
248.	Quincy (Ill.)	15,960	252
216.	Kokomo (Ind.)	15,838	253
208.	Galesburg (Ill.)	15,161	254
204.	Fargo (N. D.)	14,906	255
191.	Cheyenne (Wyo.)	14,347	256
212.	Hutchinson (Kans.)	14,254	257
222.	Lawton (Okla.)	14,229	258
249.	Rapid City (S. D.)	12,803	259
229.	Mason City (Iowa)	12,463	260
77.	Laredo (Tex.)	11,815	261
179.	Bellingham (Wash.)	11,541	262

Total Above Metropolitan Areas 32,126,928

15th Market in The South

83rd in the Nation

FOOD STORE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 17 LARGER and 149 other METROPOLITAN MARKETS

Over 100,000 Circulation Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Food Store Sales (000)	Food Store Sales Rank	1956 Over 1954* Gain (000)	195 Over 1 Gai (000
113	58.0	GREENSBORO, N. C.	$62,192	96	$13,811	$28,4
84	79.0	Johnstown, Pa.	60,992	97	5,357	4,3
96	69.5	Lancaster, Pa.	58,569	101	4,268	14,3
90	72.9	South Bend, Ind.	57,732	102	21,320	55,1
101	66.6	Corpus Christi, Tex.	56,089	103	4,548	24,9
74	88.2	Browns.-Hrlng-McAln, Tex.	55,966	104	4,269	17,3
92	71.0	Augusta, Ga.	55,424	105	3,595	30,7
106	63.3	Charlotte, N. C.	55,344	106	11,743	20,7
91	72.8	Little Rock-N. Little Rock, Ark.	53,189	109	6,107	20,2
100	66.9	Evansville, Ind.	52,770	111	9,713	15,0

. . . and 8 Other Larger Metropolitan Markets including Baton Rouge, La., Lansing, Mich., Albuquerque, N. Binghamton, N. Y., Orlando, Fla., Bristol-Johnson City, Va.-Tenn., York Pa., and Ft. Wayne, Ind.

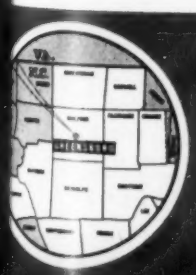
. . . 1st in the CAROLINAS' METROPOLITAN Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Food Store Sales (000)	Food Store Sales Rank	1956 Over 1954* Gain (000)	195 Over Gai (000
113	58.0	GREENSBORO, N. C.	$62,192	96	$13,811	$28,4
106	63.3	Charlotte, N. C.	55,344	106	11,743	20,7
117	54.5	Greenville, S. C.	44,635	126	5,348	14,9
119	53.0	Charleston, S. C.	43,634	130	4,912	13,7
159	39.3	Raleigh, N. C.	41,445	134	9,105	22,2
130	48.0	Winston-Salem, N. C.	40,588	137	8,017	20,2
144	44.1	Columbia, S. C.	35,736	155	3,707	13,7
172	35.9	Asheville, N. C.	30,411	170	4,293	11,
150	41.9	Spartanburg, S. C.	29,170	174	1,919	6,2
181	31.8	Gastonia, N. C.	28,334	176	5,751	10,6
207	27.6	Fayetteville, N. C.	25,457	196	4,765	14,4
199	29.5	Durham, N. C.	25,334	198	4,001	8,4
248	20.8	Wilmington, N. C.	19,128	233	13,175	37,4

* U. S. Bureau of Census figures 1954 and 1948. All Other figures Sales Management Survey of Buying Power

. . . . . $172,789,000 FOOD SALES IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.
New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1956, for GEN'L. MDSE. STORE SALES in Descending Order

Code Number	AREA and STATE	GENERAL MDSE. STORE SALES SM Estimates (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	2,047,155	1
23.	Chicago (Ill.)	1,616,009	2
53.	Los Angeles-Long Beach (Cal.)	1,099,490	3
106.	Philadelphia (Pa.)	799,161	4
41.	Detroit (Mich.)	682,109	5
16.	Boston (Mass.)	619,183	6
130.	San Francisco-Oakland (Cal.)	455,192	7
108.	Pittsburgh (Pa.)	416,436	8
30.	Cleveland (Ohio)	405,606	9
124.	St. Louis (Mo.)	350,690	10
157.	Washington (D. C.)	340,851	11
92.	Minneapolis-St. Paul (Minn.)	338,557	12
12.	Baltimore (Md.)	334,204	13
72.	Kansas City (Mo.)	310,734	14
8.	Atlanta (Ga.)	273,375	15
38.	Dallas (Tex.)	238,789	16
91.	Milwaukee (Wisc.)	226,783	17
139.	Seattle (Wash.)	222,723	18
29.	Cincinnati (Ohio)	210,026	19
21.	Buffalo (N. Y.)	202,243	20
54.	Houston (Tex.)	193,290	21
68.	Indianapolis (Ind.)	179,261	22
98.	New Orleans (La.)	179,029	23
111.	Portland (Ore.)	172,679	24
36.	Denver (Colo.)	171,713	25
33.	Columbus (Ohio)	149,117	26
89.	Memphis (Tenn.)	143,209	27
90.	Miami (Fla.)	127,374	28
52.	Fort Worth (Tex.)	126,581	29
63.	Hartford-New Britain (Conn.)	123,304	30
129.	San Diego (Cal.)	120,880	31
37.	Dayton (Ohio)	116,947	32
148.	Tampa-St. Petersburg (Fla.)	114,546	33
2.	Albany-Schenectady-Troy (N. Y.)	112,393	34
1.	Akron (Ohio)	111,815	35
166.	Youngstown (Ohio)	109,801	36
84.	Louisville (Ky.)	106,796	37
112.	Providence-Pawtucket (R. I.)	106,712	38
119.	Rochester (N. Y.)	102,344	39
117.	Richmond (Va.)	95,964	40
127.	San Antonio (Tex.)	95,126	41
150.	Toledo (Ohio)	93,735	42
17.	Birmingham (Ala.)	91,065	43
102.	Oklahoma City (Okla.)	88,582	44
4.	Allentown-Bethlehem-Easton (Pa.)	86,175	45
142.	Springfield-Holyoke (Mass.)	85,421	46
19.	Bridgeport-Stamford-Norwalk (Conn.)	84,399	47
58.	Greensboro-High Point (N. C.)	81,802	48
97.	New Haven-Waterbury (Conn.)	80,611	49
128.	San Bernardino-Riverside-Ontario (Cal.)	74,678	50
125.	Salt Lake City (Utah)	74,200	51
100.	Norfolk-Portsmouth (Va.)	73,132	52
121.	Sacramento (Cal.)	70,583	53
146.	Syracuse (N. Y.)	69,744	54
50.	Grand Rapids (Mich.)	69,500	55
103.	Omaha (Nebr.)	66,141	56
96.	Nashville (Tenn.)	64,212	57
74.	Knoxville (Tenn.)	62,736	58
131.	San Jose (Cal.)	61,001	59
166.	Worcester (Mass.)	60,442	60
160.	Wheeling-Steubenville (W. Va.-Ohio)	59,515	61
26.	Charlotte (N. C.)	58,810	62
154.	Tulsa (Okla.)	58,481	63
140.	Spokane (Wash.)	58,334	64
107.	Phoenix (Ariz.)	55,721	65
164.	Wilmington (Del.)	54,277	66
152.	Trenton (N. J.)	54,024	67
25.	Charleston (W. Va.)	53,971	68
105.	Peoria (Ill.)	53,727	69
51.	Fort Wayne (Ind.)	53,454	70
69.	Jacksonville (Fla.)	53,018	71
162.	Harrisburg (Pa.)	52,865	72
40.	Des Moines (Iowa)	52,066	73
61.	Wichita (Kans.)	51,925	74
45.	El Paso (Tex.)	48,796	75
163.	Wilkes-Barre-Hazleton (Pa.)	47,477	76
70.	Johnstown (Pa.)	46,897	77
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	46,062	78
22.	Canton (Ohio)	45,673	79
147.	Tacoma (Wash.)	45,277	80
43.	Duluth-Superior (Minn.-Wisc.)	45,038	81
81.	Little Rock-North Little Rock (Ark.)	44,826	82
49.	Flint (Mich.)	44,754	83
104.	Orlando (Fla.)	42,742	84
76.	Lansing (Mich.)	41,966	85
176.	Bakersfield (Cal.)	41,732	86
65.	Huntington-Ashland (W. Va.-Ky.)	41,727	87
27.	Chattanooga (Tenn.)	40,869	88
139.	South Bend (Ind.)	40,146	89
53.	Fresno (Cal.)	40,110	90
246.	Poughkeepsie-Newburgh-Beacon (N. Y.)	40,036	91
48.	Erie (Pa.)	39,785	92
3.	Albuquerque (N. M.)	39,722	93
167.	York (Pa.)	39,174	94
75.	Lancaster (Pa.)	39,157	95
116.	Reading (Pa.)	38,428	96
80.	Lincoln (Nebr.)	36,606	97
134.	Scranton (Pa.)	36,131	98
46.	Fall River-New Bedford (Mass.)	36,033	99
15.	Beaumont-Port Arthur (Tex.)	35,448	100
110.	Portland (Me.)	34,613	101
93.	Mobile (Ala.)	34,017	102
113.	Baton Rouge (La.)	33,227	103
34.	Corpus Christi (Tex.)	33,060	104
59.	Greenville (S. C.)	32,780	105
136.	Shreveport (La.)	32,720	106
115.	Raleigh (N. C.)	32,308	107
153.	Tucson (Ariz.)	32,064	108
16.	Binghamton (N. Y.)	31,843	109
155.	Utica-Rome (N. Y.)	31,721	110
165.	Winston-Salem (N. C.)	31,168	111
120.	Rockford (Ill.)	30,900	112
146.	Stockton (Cal.)	29,383	113
187.	Brownsville-Harlingen-McAllen (Tex.)	29,356	114
149.	Terre Haute (Ind.)	28,433	115
47.	Evansville (Ind.)	28,405	116
141.	Springfield (Ill.)	27,921	117
10.	Augusta (Ga.)	27,844	118
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	27,597	119
66.	Jackson (Miss.)	27,279	120
137.	Sioux City (Iowa)	27,100	121
185.	Lubbock (Tex.)	27,018	122
207.	Fort Lauderdale (Fla.)	26,493	123
87.	Madison (Wisc.)	26,166	124
164.	Boise (Idaho)	25,742	125
32.	Columbus (Ga.)	25,426	126
11.	Austin (Tex.)	25,386	127
7.	Asheville (N. C.)	24,774	128
118.	Roanoke (Va.)	24,684	129
94.	Montgomery (Ala.)	24,515	130
122.	Saginaw (Mich.)	24,462	131
31.	Columbia (S. C.)	23,671	132
86.	Macon (Ga.)	23,249	133
38.	Decatur (Ill.)	23,194	134
156.	Waco (Tex.)	23,162	135
133.	Savannah (Ga.)	23,058	136
60.	Hamilton-Middletown (Ohio)	23,053	137
79.	Lima (Ohio)	22,942	138
6.	Amarillo (Tex.)	22,579	139
78.	Lexington (Ky.)	22,559	140
82.	Lorain-Elyria (Ohio)	22,249	141
24.	Charleston (S. C.)	22,094	142
234.	Muskegon (Mich.)	21,616	143
88.	Manchester (N. H.)	21,405	144
57.	Green Bay (Wisc.)	20,972	145
151.	Topeka (Kans.)	20,660	146
29.	Brockton (Mass.)	20,588	147
201.	Yakima (Wash.)	20,226	148
23.	Cedar Rapids (Iowa)	20,153	149
190.	Champaign-Urbana (Ill.)	19,977	150
109.	Pittsfield (Mass.)	19,868	151
61.	Hampton-Newport News-Warwick (Va.)	19,690	152
177.	Bangor (Me.)	19,684	153
239.	Oshkosh (Wisc.)	19,646	154
9.	Atlantic City (N. J.)	19,528	155
71.	Kalamazoo (Mich.)	19,381	156
144.	Springfield (Ohio)	19,372	157
202.	Eugene (Ore.)	19,236	158
237.	New London-Norwich (Conn.)	19,214	159
5.	Altoona (Pa.)	19,042	160
158.	Waterloo (Iowa)	18,813	161
232.	Modesto (Cal.)	18,429	162
206.	Fayetteville (N. C.)	18,279	163
159.	West Palm Beach (Fla.)	18,231	164
143.	Springfield (Mo.)	18,183	165
227.	Mansfield (Ohio)	18,096	166
44.	Durham (N. C.)	17,839	167
198.	Eau Claire (Wisc.)	17,331	168
219.	Lake Charles (La.)	17,098	169
178.	Battle Creek (Mich.)	17,047	170
213.	Jamestown (N. Y.)	17,031	171
209.	Gastonia (N. C.)	16,944	172
253.	Sheboygan (Wisc.)	16,736	173
242.	Pensacola (Fla.)	16,446	174
172.	Ann Arbor (Mich.)	16,150	175
170.	Alexandria (La.)	16,077	176
174.	Appleton (Wisc.)	15,959	177
252.	Salem (Ore.)	15,846	178
254.	Spartanburg (S. C.)	15,464	179
138.	Sioux Falls (S. D.)	15,288	180
67.	Jackson (Mich.)	15,117	181
225.	Lynchburg (Va.)	15,070	182
180.	Beloit-Janesville (Wisc.)	15,023	183
259.	Williamsport (Pa.)	14,961	184
162.	Wichita Falls (Tex.)	14,897	185
250.	Reno (Nev.)	14,857	186
221.	Las Vegas (Nev.)	14,741	187
214.	Joplin (Mo.)	14,413	188
123.	St. Joseph (Mo.)	14,390	189
195.	Danville (Ill.)	14,189	190
217.	La Crosse (Wisc.)	14,049	191
193.	Colorado Springs (Colo.)	14,000	192
233.	Monroe-West Monroe (La.)	13,938	193
42.	Dubuque (Iowa)	13,871	194
203.	Everett (Wash.)	13,821	195
218.	Lafayette (Ind.)	13,547	196
14.	Bay City (Mich.)	13,530	197
55.	Galveston (Tex.)	13,203	198
210.	Great Falls (Mont.)	13,035	199
198.	Danville (Va.)	13,024	200
247.	Provo (Utah)	12,931	201
220.	Lakeland (Fla.)	12,886	202
171.	Anderson (Ind.)	12,793	203
50.	Fort Smith (Ark.)	12,643	204
204.	Fargo (N. D.)	12,629	205
224.	Lewiston-Auburn (Me.)	12,582	206
258.	Watertown (N. Y.)	12,562	206
114.	Racine (Wisc.)	12,560	208
197.	Daytona Beach (Fla.)	12,539	209
211.	Hagerstown (Md.)	12,321	210
95.	Muncie (Ind.)	12,314	211
113.	Pueblo (Colo.)	12,277	212
169.	Abilene (Tex.)	12,087	213
200.	Elmira (N. Y.)	12,042	214
188.	Burlington (Vt.)	11,668	215
182.	Biloxi-Gulfport (Miss.)	11,463	216
199.	Elkhart (Ind.)	11,461	217
256.	Texarkana (Tex.-Ark.)	11,451	218
183.	Bloomington (Ill.)	11,430	219
245.	Portsmouth (Ohio)	11,384	220
236.	New Castle (Pa.)	11,258	221
192.	Clarksburg (W. Va.)	10,975	222
243.	Petersburg-Hopewell (Va.)	10,863	223
215.	Kankakee (Ill.)	10,848	224
126.	San Angelo (Tex.)	10,830	225
54.	Gadsden (Ala.)	10,635	226
244.	Port Huron (Mich.)	10,625	227
212.	Hutchinson (Kans.)	10,592	228
194.	Cumberland (Md.)	10,563	229
255.	Temple (Tex.)	10,559	230
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	10,346	231
248.	Quincy (Ill.)	10,328	232
238.	Odessa (Tex.)	10,289	233
181.	Billings (Mont.)	10,184	234
189.	Butte-Anaconda (Mont.)	10,099	235
201.	Enid (Okla.)	9,910	236
101.	Ogden (Utah)	9,846	237
223.	Lebanon (Pa.)	9,511	238
260.	Wilmington (N. C.)	9,345	239
185.	Bremerton (Wash.)	9,308	240
216.	Kokomo (Ind.)	9,198	241
230.	Middletown (Conn.)	9,111	242
251.	Richmond (Ind.)	8,944	243
132.	Santa Barbara (Cal.)	8,938	244
173.	Anniston (Ala.)	8,923	245
240.	Paducah (Ky.)	8,841	246
229.	Mason City (Iowa)	8,812	247
226.	Manitowoc-Two Rivers (Wisc.)	8,805	248
222.	Lawton (Okla.)	8,497	249
262.	Zanesville (Ohio)	8,448	250
241.	Pasco-Kennewick-Richland (Wash.)	8,324	251
257.	Tyler (Tex.)	8,164	252
208.	Galesburg (Ill.)	7,917	253
73.	Kenosha (Wisc.)	7,764	254
228.	Marion (Ind.)	7,744	255
77.	Laredo (Tex.)	7,668	256
235.	Newark (Ohio)	7,618	257
175.	Auburn (N. Y.)	6,429	258
179.	Bellingham (Wash.)	6,035	259
249.	Rapid City (S. D.)	5,869	260
191.	Cheyenne (Wyo.)	4,916	261
231.	Midland (Tex.)	4,531	262

Total Above Metropolitan Areas 19,988,293

15th Market in The South

83rd in the Nation

GENERAL MERCHANDISE SALE

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 65 LARGER and 149 other METROPOLITAN MARKETS

Over 100,000 Circulation Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Gen. Mdse. Sales (000)	Gen. Mdse. Sales Rank	1956 Over 1954* Gain (000)	1956 Over 194 Gain (000)
113	58.0	GREENSBORO, N. C.	$81,802	48	$	$32,90
34	180.3	New Haven-Waterbury, Conn.	80,611	49	32,732	44,41
27	220.6	San Bernardino, Cal.	74,768	50	20,757	36,88
47	148.3	Norfolk-Portsmouth, Va.	73,132	52	13,885	42,45
52	128.2	Sacramento, Cal.	70,583	53	22,948	35,47
57	114.3	Syracuse, N. Y.	69,744	54	16,636	21,49
54	125.4	Omaha, Neb.	66,141	56	10,232	21,97
62	102.7	Tulsa, Okla.	58,461	63	17,712	21,95
39	169.0	Worcester, Mass.	60,442	60	13,885	18,83
45	151.1	Phoenix, Ariz.	55,721	65	11,977	19,21

. . . and 56 Other Larger Metropolitan Markets including Johnstown, Pa., Wichita, Kan., Mobile, Ala., Nashv Tenn., and San Jose, Cal.

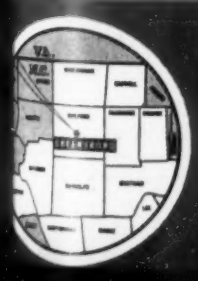
. . . 1st in the CAROLINAS' METROPOLITAN Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Gen. Mdse. Sales (000)	Gen. Mdse. Sales Rank	1956 Over 1954* Gain (000)	1956 Over 194 Gain (000)
113	58.0	GREENSBORO, N. C.	$81,802	48	$5,579	$32,90
106	63.3	Charlotte, N. C.	58,810	62	20,701	29,89
117	54.5	Greenville, S. C.	32,780	105	6,771	11,73
159	39.3	Raleigh, N. C.	32,308	107	10,253	17,60
130	48.0	Winston-Salem, N. C.	31,168	111	9,287	16,03
172	35.9	Asheville, N. C.	24,774	128	4,948	9,04
144	44.1	Columbia, S. C.	23,671	132	4,961	9,86
119	53.0	Charleston, S. C.	22,094	142	2,904	11,98
207	27.6	Fayetteville, N. C.	18,279	164	4,998	9,40
199	29.5	Durham, N. C.	17,839	167	4,099	3,96
181	31.8	Gastonia, N. C.	16,944	172	10,020	9,81
150	41.9	Spartanburg, S. C.	15,464	179	2,674	93
248	20.8	Wilmington, N. C.	9,345	239	1,638	3,65

* U. S. Bureau of Census figures 1954 and 1948. All Other figures Sales Management Survey of Buying Power 19

. $127,710,000 General Merchandise Sales IN GREENSBORO AR RETAIL TRADING A



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1956, for APPAREL STORE SALES in Descending Order

Code Number	AREA and STATE	APPAREL STORE SALES SM Estimates (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	1,998,683	1
26.	Chicago (Ill.)	686,910	2
83.	Los Angeles-Long Beach (Cal.)	554,672	3
106.	Philadelphia (Pa.)	380,315	4
41.	Detroit (Mich.)	309,933	5
18.	Boston (Mass.)	296,938	6
130.	San Francisco-Oakland (Cal.)	259,107	7
108.	Pittsburgh (Pa.)	176,808	8
157.	Washington (D. C.)	160,580	9
30.	Cleveland (Ohio)	151,302	10
90.	Miami (Fla.)	138,265	11
124.	St. Louis (Mo.)	129,468	12
21.	Buffalo (N. Y.)	124,419	13
92.	Minneapolis-St. Paul (Minn.)	117,226	14
12.	Baltimore (Md.)	104,537	15
91.	Milwaukee (Wisc.)	95,464	16
64.	Houston (Tex.)	94,362	17
29.	Cincinnati (Ohio)	92,599	18
72.	Kansas City (Mo.)	88,727	19
35.	Dallas (Tex.)	81,296	20
97.	New Haven-Waterbury (Conn.)	79,479	21
98.	New Orleans (La.)	73,640	22
112.	Providence-Pawtucket (R. I.)	70,806	23
8.	Atlanta (Ga.)	68,630	24
19.	Bridgeport-Stamford-Norwalk (Conn.)	66,679	25
129.	San Diego (Cal.)	64,627	26
2.	Albany-Schenectady-Troy (N. Y.)	64,450	27
135.	Seattle (Wash.)	61,888	28
63.	Hartford-New Britain (Conn.)	61,496	29
33.	Columbus (Ohio)	60,243	30
84.	Louisville (Ky.)	55,494	31
100.	Norfolk-Portsmouth (Va.)	52,294	32
39.	Denver (Colo.)	51,447	33
119.	Rochester (N. Y.)	50,880	34
111.	Portland (Ore.)	50,137	35
127.	San Antonio (Tex.)	50,049	36
148.	Tampa-St. Petersburg (Fla.)	48,729	37
37.	Dayton (Ohio)	46,875	38
166.	Worcester (Mass.)	46,117	39
89.	Memphis (Tenn.)	46,049	40
17.	Birmingham (Ala.)	45,808	41
96.	Nashville (Tenn.)	45,173	42
131.	San Jose (Cal.)	44,912	43
142.	Springfield-Holyoke (Mass.)	44,286	44
168.	Youngstown (Ohio)	42,996	45
66.	Indianapolis (Ind.)	41,056	46
146.	Syracuse (N. Y.)	38,369	47
48.	Fall River-New Bedford (Mass.)	38,174	48
128.	San Bernardino-Riverside-Ontario (Cal.)	38,101	49
69.	Jacksonville (Fla.)	37,195	50
4.	Allentown-Bethlehem-Easton (Pa.)	35,688	51
102.	Oklahoma City (Okla.)	35,623	52
150.	Toledo (Ohio)	35,535	53
103.	Omaha (Nebr.)	35,249	54
207.	Fort Lauderdale (Fla.)	33,227	55
154.	Tulsa (Okla.)	32,704	56
121.	Sacramento (Cal.)	31,795	57
152.	Trenton (N. J.)	31,093	58
107.	Phoenix (Ariz.)	30,850	59
164.	Wilmington (Del.)	30,787	60
49.	Flint (Mich.)	30,282	61
62.	Fort Worth (Tex.)	30,047	62
1.	Akron (Ohio)	29,218	63
22.	Canton (Ohio)	28,511	64
53.	Fresno (Cal.)	27,835	65
161.	Wichita (Kans.)	27,254	66
160.	Wheeling-Steubenville (W. Va.-Ohio)	27,248	67
56.	Grand Rapids (Mich.)	26,932	68
117.	Richmond (Va.)	26,896	69
62.	Harrisburg (Pa.)	26,638	70
159.	West Palm Beach (Fla.)	25,785	71
163.	Wilkes-Barre-Hazleton (Pa.)	25,636	72
136.	Shreveport (La.)	25,347	73
246.	Poughkeepsie-Newburgh-Beacon (N. Y.)	24,590	74
156.	Utica-Rome (N. Y.)	23,996	75
125.	Salt Lake City (Utah)	23,061	76
26.	Charlotte (N. C.)	22,643	77
47.	Evansville (Ind.)	22,387	78
58.	Greensboro-High Point (N. C.)	22,265	79
27.	Chattanooga (Tenn.)	21,808	80
40.	Des Moines (Iowa)	21,750	81
43.	Duluth-Superior (Minn.-Wisc.)	21,399	82
45.	El Paso (Tex.)	21,355	83
93.	Mobile (Ala.)	20,445	84
15.	Beaumont-Port Arthur (Tex.)	20,431	85
116.	Reading (Pa.)	20,294	86
9.	Atlantic City (N. J.)	20,144	87
25.	Charleston (W. Va.)	20,019	88
139.	South Bend (Ind.)	19,901	89
134.	Scranton (Pa.)	19,858	90
87.	Madison (Wisc.)	19,517	91
13.	Baton Rouge (La.)	19,229	92
105.	Peoria (Ill.)	19,206	93
11.	Austin (Tex.)	19,124	94
145.	Stockton (Cal.)	18,716	95
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	18,455	96
51.	Fort Wayne (Ind.)	18,439	97
65.	Huntington-Ashland (W. Va.-Ky.)	18,122	98
3.	Albuquerque (N. M.)	18,089	99
104.	Orlando (Fla.)	18,078	100
74.	Knoxville (Tenn.)	17,996	101
140.	Spokane (Wash.)	17,849	102
76.	Lansing (Mich.)	17,844	103
165.	Winston-Salem (N. C.)	17,339	104
46.	Erie (Pa.)	16,794	105
6.	Amarillo (Tex.)	16,449	106
120.	Rockford (Ill.)	16,391	107
122.	Saginaw (Mich.)	16,327	108
133.	Savannah (Ga.)	16,314	109
153.	Tucson (Ariz.)	16,166	110
20.	Brockton (Mass.)	15,973	111
118.	Roanoke (Va.)	15,810	112
88.	Manchester (N. H.)	15,391	113
31.	Columbia (S. C.)	15,348	114
176.	Bakersfield (Cal.)	15,344	115
167.	York (Pa.)	15,330	116
187.	Brownsville-Harlingen-McAllen (Tex.)	15,315	117
24.	Charleston (S. C.)	15,307	118
16.	Binghamton (N. Y.)	15,210	119
75.	Lancaster (Pa.)	14,962	120
94.	Montgomery (Ala.)	14,761	121
32.	Columbus (Ga.)	14,578	122
147.	Tacoma (Wash.)	14,534	123
172.	Ann Arbor (Mich.)	14,458	124
82.	Lorain-Elyria (Ohio)	14,359	125
68.	Jackson (Miss.)	14,288	126
242.	Pensacola (Fla.)	13,955	127
110.	Portland (Me.)	13,945	128
81.	Little Rock-North Little Rock (Ark.)	13,890	129
115.	Raleigh (N. C.)	13,525	130
109.	Pittsfield (Mass.)	13,428	131
78.	Lexington (Ky.)	13,306	132
10.	Augusta (Ga.)	13,136	133
221.	Las Vegas (Nev.)	13,095	134
86.	Macon (Ga.)	13,039	135
23.	Cedar Rapids (Iowa)	13,007	136
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	12,906	137
132.	Santa Barbara (Cal.)	12,854	138
34.	Corpus Christi (Tex.)	12,838	139
141.	Springfield (Ill.)	12,695	140
61.	Hampton-Newport News-Warwick (Va.)	12,351	141
60.	Hamilton-Middletown (Ohio)	12,254	142
232.	Modesto (Cal.)	12,228	143
59.	Greenville (S. C.)	12,177	144
237.	New London-Norwich (Conn.)	11,996	145
193.	Colorado Springs (Colo.)	11,937	146
220.	Lakeland (Fla.)	11,835	147
71.	Kalamazoo (Mich.)	11,707	148
80.	Lincoln (Nebr.)	11,552	149
55.	Galveston (Tex.)	11,093	150
213.	Jamestown (N. Y.)	11,059	151
70.	Johnstown (Pa.)	10,928	152
151.	Topeka (Kans.)	10,890	153
67.	Jackson (Mich.)	10,591	154
85.	Lubbock (Tex.)	10,252	155
200.	Elmira (N. Y.)	9,982	156
162.	Wichita Falls (Tex.)	9,814	157
250.	Reno (Nev.)	9,739	158
197.	Daytona Beach (Fla.)	9,631	159
101.	Ogden (Utah)	9,503	160
178.	Battle Creek (Mich.)	9,384	161
171.	Anderson (Ind.)	9,378	162
198.	Eau Claire (Wisc.)	9,365	163
57.	Green Bay (Wisc.)	9,324	164
202.	Eugene (Ore.)	9,059	165
205.	Fayetteville (N. C.)	8,979	166
38.	Decatur (Ill.)	8,966	167
44.	Durham (N. C.)	8,789	168
144.	Springfield (Ohio)	8,681	169
143.	Springfield (Mo.)	8,616	170
123.	St. Joseph (Mo.)	8,530	171
114.	Racine (Wisc.)	8,509	172
177.	Bangor (Me.)	8,478	173
158.	Waterloo (Iowa)	8,454	174
77.	Laredo (Tex.)	8,386	175
227.	Mansfield (Ohio)	8,292	176
219.	Lake Charles (La.)	8,268	177
137.	Sioux City (Iowa)	8,260	178
233.	Monroe-West Monroe (La.)	8,096	179
180.	Beloit-Janesville (Wisc.)	7,885	180
257.	Tyler (Tex.)	7,828	181
224.	Lewiston-Auburn (Me.)	7,820	182
169.	Abilene (Tex.)	7,757	183
5.	Altoona (Pa.)	7,719	184
204.	Fargo (N. D.)	7,693	185
238.	Odessa (Tex.)	7,543	186
234.	Muskegon (Mich.)	7,542	187
258.	Watertown (N. Y.)	7,531	188
113.	Pueblo (Colo.)	7,434	189
7.	Asheville (N. C.)	7,360	190
231.	Midland (Tex.)	7,277	191
182.	Biloxi-Gulfport (Miss.)	7,260	192
259.	Williamsport (Pa.)	7,251	193
218.	Lafayette (Ind.)	7,241	194
192.	Clarksburg (W. Va.)	7,217	195
156.	Waco (Tex.)	7,206	196
252.	Salem (Ore.)	7,158	197
95.	Muncie (Ind.)	7,145	198
79.	Lima (Ohio)	7,053	199
254.	Spartanburg (S. C.)	6,882	200
183.	Bloomington (Ill.)	6,859	201
14.	Bay City (Mich.)	6,833	202
243.	Petersburg-Hopewell (Va.)	6,789	203
211.	Hagerstown (Md.)	6,721	204
184.	Boise (Idaho)	6,660	205
190.	Champaign-Urbana (Ill.)	6,651	206
260.	Wilmington (N. C.)	6,625	207
245.	Portsmouth (Ohio)	6,587	208
194.	Cumberland (Md.)	6,560	209
50.	Fort Smith (Ark.)	6,497	210
199.	Elkhart (Ind.)	6,430	211
170.	Alexandria (La.)	6,404	212
195.	Danville (Ill.)	6,399	213
217.	La Crosse (Wisc.)	6,375	214
209.	Gastonia (N. C.)	6,315	215
244.	Port Huron (Mich.)	6,257	216
73.	Kenosha (Wisc.)	6,131	217
181.	Billings (Mont.)	6,111	218
236.	New Castle (Pa.)	6,096	219
138.	Sioux Falls (S. D.)	5,991	220
54.	Gadsden (Ala.)	5,986	221
225.	Lynchburg (Va.)	5,973	222
175.	Auburn (N. Y.)	5,775	223
149.	Terre Haute (Ind.)	5,747	224
188.	Burlington (Vt.)	5,648	225
214.	Joplin (Mo.)	5,624	226
203.	Everett (Wash.)	5,615	227
261.	Yakima (Wash.)	5,570	228
230.	Middletown (Conn.)	5,565	229
210.	Great Falls (Mont.)	5,372	230
251.	Richmond (Ind.)	5,366	231
239.	Oshkosh (Wisc.)	5,319	232
256.	Texarkana (Tex.-Ark.)	5,264	233
173.	Anniston (Ala.)	5,261	234
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	5,205	235
235.	Newark (Ohio)	5,184	236
174.	Appleton (Wisc.)	5,123	237
255.	Temple (Tex.)	4,970	238
223.	Lebanon (Pa.)	4,900	239
229.	Mason City (Iowa)	4,853	240
191.	Cheyenne (Wyo.)	4,853	240
196.	Danville (Va.)	4,840	242
201.	Enid (Okla.)	4,648	243
228.	Marion (Ind.)	4,628	244
241.	Pasco-Kennewick-Richland (Wash.)	4,550	245
262.	Zanesville (Ohio)	4,541	246
189.	Butte-Anaconda (Mont.)	4,538	247
126.	San Angelo (Tex.)	4,511	248
215.	Kankakee (Ill.)	4,508	249
222.	Lawton (Okla.)	4,494	250
208.	Galesburg (Ill.)	4,374	251
240.	Paducah (Ky.)	4,228	252
212.	Hutchinson (Kans.)	4,221	253
216.	Kokomo (Ind.)	4,155	254
248.	Quincy (Ill.)	3,963	255
42.	Dubuque (Iowa)	3,825	256
247.	Provo (Utah)	3,640	257
249.	Rapid City (S. D.)	3,615	258
253.	Sheboygan (Wisc.)	3,161	259
179.	Bellingham (Wash.)	3,147	260
185.	Bremerton (Wash.)	3,077	261
226.	Manitowoc-Two Rivers (Wisc.)	2,874	262

Total Above Metropolitan Areas.. 10,335,931

15th Market in The South

83rd in the Nation

APPAREL SALES come easier in the growing GREENSBORO Metropolitan Market

LEADS 33 LARGER and 150 other METROPOLITAN MARKETS

Over 100,000 Circulation Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Apparel Sales (000)	Apparel Sales Rank	1956 Over 1954* Gain (000)	195 Over 1 Ga (00
113	58.0	GREENSBORO, N. C.	$22,265	79	.....	$7,2
82	80.2	Chattanooga, Tenn.	21,808	80	$2,885	5,9
79	82.2	Des Moines, Iowa	21,750	81	2,332	1,9
80	82.18	Duluth-Superior, Minn.-Wis.	21,399	82	2,063	—3
76	87.6	Charleston, W. Va.	20,019	88	2,334	—1,0
78	85.1	Peoria, Ill.	19,206	93	3,215	4,8
81	80.5	Davenport-Rock I.-Moline, Ia.-Ill.	18,455	96	2,496	4,6
77	87.5	Spokane, Wash.	17,849	102	1,584	4,6
83	79.9	Bakersfield, Cal.	15,344	115	2,525	4,0
72	92.0	Tacoma, Wash.	14,534	123	1,947	2,1

. . . and 24 Other Larger Metropolitan Markets including Lancaster, Pa., Mobile, Ala., South Bend, Ind., El Paso, and Tacoma, Wash.

. . . 2nd in the CAROLINAS' METROPOLITAN Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Apparel Sales (000)	Apparel Sales Rank	1956 Over 1954* Gain (000)	195 Over 1 Gai (000
106	63.3	Charlotte, N. C.	$22,643	77	$5,382	$6,4
113	58.0	GREENSBORO, N. C.	22,265	79	.....	7,2
130	48.0	Winston-Salem, N. C.	17,339	104	3,876	4,2
144	44.1	Columbia, S. C.	15,346	114	2,075	3,8
119	53.0	Charleston, S. C.	15,307	118	2,200	5,1
159	39.3	Raleigh, N. C.	13,525	130	3,324	3,5
117	54.5	Greenville, S. C.	12,177	144	1,934	2,8
207	27.6	Fayetteville, N. C.	8,979	166	1,917	4,8
199	29.5	Durham, N. C.	8,789	168	1,628	1,8
172	35.9	Asheville, N. C.	7,360	190	1,244	1,
150	41.9	Spartanburg, S. C.	6,882	200	684	—4,0
248	20.8	Wilmington, N. C.	6,625	207	978	2,1
181	31.8	Gastonia, N. C.	6,315	215	1,445	1,4

* U. S. Bureau of Census figures 1954 and 1948. All Other figures Sales Management Survey of Buying Power Is

. . . $53,201,000 APPAREL SALES IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1956, for FURN.-HOUSE.-APPLIANCE STORE SALES, in Descending Order

Code Number	AREA and STATE	F-H-A STORE SALES SM Estimates (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	1,121,303	1
83.	Los Angeles-Long Beach (Cal.)	580,929	2
28.	Chicago (Ill.)	407,622	3
106.	Philadelphia (Pa.)	258,203	4
41.	Detroit (Mich.)	245,752	5
130.	San Francisco-Oakland (Cal.)	231,427	6
18.	Boston (Mass.)	173,328	7
106.	Pittsburgh (Pa.)	152,354	8
30.	Cleveland (Ohio)	129,282	9
124.	St. Louis (Mo.)	123,324	10
157.	Washington (D. C.)	102,509	11
12.	Baltimore (Md.)	90,576	12
92.	Minneapolis-St. Paul (Minn.)	67,600	13
64.	Houston (Tex.)	64,122	14
90.	Miami (Fla.)	62,728	15
21.	Buffalo (N. Y.)	77,354	16
91.	Milwaukee (Wisc.)	72,011	17
29.	Cincinnati (Ohio)	71,599	18
129.	San Diego (Cal.)	65,849	19
72.	Kansas City (Mo.)	60,797	20
39.	Denver (Colo.)	58,085	21
97.	New Haven-Waterbury (Conn.)	54,617	22
19.	Bridgeport-Stamford-Norwalk (Conn.)	52,859	23
63.	Hartford-New Britain (Conn.)	52,252	24
98.	New Orleans (La.)	52,132	25
135.	Seattle (Wash.)	50,897	26
121.	Sacramento (Cal.)	50,572	27
8.	Atlanta (Ga.)	50,247	28
66.	Indianapolis (Ind.)	49,329	29
35.	Dallas (Tex.)	48,100	30
111.	Portland (Ore.)	47,888	31
168.	Youngstown (Ohio)	46,975	32
131.	San Jose (Cal.)	44,306	33
128.	San Bernardino-Riverside-Ontario (Cal.)	43,271	34
107.	Phoenix (Ariz.)	39,833	35
33.	Columbus (Ohio)	39,578	36
37.	Dayton (Ohio)	39,335	37
119.	Rochester (N. Y.)	38,629	38
84.	Louisville (Ky.)	38,139	39
148.	Tampa-St. Petersburg (Fla.)	38,099	40
100.	Norfolk-Portsmouth (Va.)	36,543	41
112.	Providence-Pawtucket (R. I.)	36,464	42
2.	Albany-Schenectady-Troy (N. Y.)	35,656	43
150.	Toledo (Ohio)	34,870	44
166.	Worcester (Mass.)	34,779	45
53.	Fresno (Cal.)	32,970	46
1.	Akron (Ohio)	32,421	47
49.	Flint (Mich.)	31,759	48
4.	Allentown-Bethlehem-Easton (Pa.)	31,727	49
142.	Springfield-Holyoke (Mass.)	31,112	50
89.	Memphis (Tenn.)	30,675	51
17.	Birmingham (Ala.)	29,406	52
103.	Omaha (Nebr.)	28,753	53
69.	Jacksonville (Fla.)	28,633	54
22.	Canton (Ohio)	28,406	55
102.	Oklahoma City (Okla.)	27,327	56
164.	Wilmington (Del.)	26,109	57
127.	San Antonio (Tex.)	25,376	58
125.	Salt Lake City (Utah)	24,254	59
207.	Fort Lauderdale (Fla.)	24,079	60
161.	Wichita (Kans.)	23,706	61
48.	Fall River-New Bedford (Mass.)	23,615	62
52.	Fort Worth (Tex.)	23,596	63
154.	Tulsa (Okla.)	23,427	64
160.	Wheeling-Steubenville (W. Va.-Ohio)	23,047	65
152.	Trenton (N. J.)	23,000	66
56.	Grand Rapids (Mich.)	22,504	67
117.	Richmond (Va.)	20,827	68
105.	Peoria (Ill.)	20,804	69
159.	West Palm Beach (Fla.)	20,793	70
163.	Wilkes-Barre-Hazleton (Pa.)	20,432	71
146.	Syracuse (N. Y.)	20,338	72
96.	Nashville (Tenn.)	19,983	73
62.	Harrisburg (Pa.)	19,945	74
176.	Bakersfield (Cal.)	18,590	75
45.	El Paso (Tex.)	18,408	76
246.	Poughkeepsie-Newburgh-Beacon (N. Y.)	18,362	77
120.	Rockford (Ill.)	18,322	78
147.	Tacoma (Wash.)	18,180	79
3.	Albuquerque (N. M.)	18,126	80
27.	Chattanooga (Tenn.)	18,073	81
155.	Utica-Rome (N. Y.)	18,032	82
116.	Reading (Pa.)	17,942	83
40.	Des Moines (Iowa)	17,909	84
74.	Knoxville (Tenn.)	17,791	85
140.	Spokane (Wash.)	17,634	86
167.	York (Pa.)	17,601	87
139.	South Bend (Ind.)	16,983	88
25.	Charleston (W. Va.)	16,854	89
58.	Greensboro-High Point (N. C.)	16,300	90
136.	Shreveport (La.)	16,225	91
145.	Stockton (Cal.)	16,061	92
134.	Scranton (Pa.)	15,933	93
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	15,798	94
65.	Huntington-Ashland (W. Va.-Ky.)	15,771	95
43.	Duluth-Superior (Minn.-Wisc.)	15,760	96
26.	Charlotte (N. C.)	15,661	97
31.	Columbia (S. C.)	15,639	98
93.	Mobile (Ala.)	15,493	99
76.	Lancaster (Pa.)	15,365	100
13.	Baton Rouge (La.)	15,351	101
15.	Beaumont-Port Arthur (Tex.)	15,140	102
51.	Fort Wayne (Ind.)	15,111	103
46.	Erie (Pa.)	15,064	104
47.	Evansville (Ind.)	15,019	105
166.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	14,817	106
104.	Orlando (Fla.)	14,795	107
82.	Lorain-Elyria (Ohio)	14,562	108
61.	Hampton-Newport News-Warwick (Va.)	14,255	109
151.	Topeka (Kans.)	14,005	110
23.	Cedar Rapids (Iowa)	13,951	111
59.	Greenville (S. C.)	13,723	112
153.	Tucson (Ariz.)	13,503	113
60.	Hamilton-Middletown (Ohio)	13,379	114
24.	Charleston (S. C.)	13,307	115
71.	Kalamazoo (Mich.)	13,145	116
87.	Madison (Wisc.)	12,684	117
81.	Little Rock-North Little Rock (Ark.)	12,580	118
111.	Austin (Tex.)	12,503	119
141.	Springfield (Ill.)	12,272	120
165.	Winston-Salem (N. C.)	12,245	121
39.	Binghamton (N. Y.)	11,886	122
132.	Santa Barbara (Cal.)	11,562	123
10.	Augusta (Ga.)	11,457	124
32.	Columbus (Ga.)	11,389	125
237.	New London-Norwich (Conn.)	11,203	126
133.	Savannah (Ga.)	11,118	127
34.	Corpus Christi (Tex.)	11,072	128
9.	Atlantic City (N. J.)	10,960	129
76.	Lansing (Mich.)	10,807	130
118.	Roanoke (Va.)	10,754	131
220.	Lakeland (Fla.)	10,733	132
70.	Johnstown (Pa.)	10,658	133
187.	Brownsville-Harlingen-McAllen (Tex.)	10,634	134
193.	Colorado Springs (Colo.)	10,561	135
122.	Saginaw (Mich.)	10,504	136
88.	Manchester (N. H.)	10,337	137
202.	Eugene (Ore.)	10,333	138
242.	Pensacola (Fla.)	10,288	139
14.	Bay City (Mich.)	10,020	140
115.	Raleigh (N. C.)	9,993	141
110.	Portland (Me.)	9,990	142
232.	Modesto (Cal.)	9,929	143
94.	Montgomery (Ala.)	9,911	144
20.	Brockton (Mass.)	9,899	145
85.	Lubbock (Tex.)	9,345	146
6.	Amarillo (Tex.)	9,198	147
68.	Jackson (Miss.)	9,172	148
158.	Waterloo (Iowa)	9,068	149
234.	Muskegon (Mich.)	9,011	150
44.	Durham (N. C.)	8,915	151
109.	Pittsfield (Mass.)	8,898	152
184.	Boise (Idaho)	8,881	153
114.	Racine (Wisc.)	8,877	154
178.	Battle Creek (Mich.)	8,636	155
80.	Lincoln (Nebr.)	8,601	156
172.	Ann Arbor (Mich.)	8,568	157
221.	Las Vegas (Nev.)	8,577	158
197.	Daytona Beach (Fla.)	8,536	159
86.	Macon (Ga.)	8,529	160
236.	New Castle (Pa.)	8,453	161
144.	Springfield (Ohio)	8,425	162
5.	Altoona (Pa.)	8,418	163
260.	Wilmington (N. C.)	8,394	164
143.	Springfield (Mo.)	8,359	165
123.	St. Joseph (Mo.)	8,358	166
156.	Waco (Tex.)	8,269	167
252.	Salem (Ore.)	8,258	168
57.	Green Bay (Wisc.)	8,071	169
38.	Decatur (Ill.)	8,050	170
227.	Mansfield (Ohio)	7,852	171
95.	Muncie (Ind.)	7,834	172
180.	Beloit-Janesville (Wisc.)	7,818	173
67.	Jackson (Mich.)	7,811	174
205.	Fayetteville (N. C.)	7,726	175
101.	Ogden (Utah)	7,676	176
250.	Reno (Nev.)	7,648	177
55.	Galveston (Tex.)	7,641	178
261.	Yakima (Wash.)	7,623	179
171.	Anderson (Ind.)	7,601	180
174.	Appleton (Wisc.)	7,521	181
254.	Spartanburg (S. C.)	7,496	182
113.	Pueblo (Colo.)	7,460	183
225.	Lynchburg (Va.)	7,411	184
181.	Billings (Mont.)	7,309	185
78.	Lexington (Ky.)	7,013	186
203.	Everett (Wash.)	6,991	187
7.	Asheville (N. C.)	6,957	188
79.	Lima (Ohio)	6,821	189
200.	Elmira (N. Y.)	6,792	190
213.	Jamestown (N. Y.)	6,752	191
233.	Monroe-West Monroe (La.)	6,749	192
162.	Wichita Falls (Tex.)	6,746	193
239.	Oshkosh (Wisc.)	6,687	194
238.	Odessa (Tex.)	6,588	195
199.	Elkhart (Ind.)	6,422	196
210.	Great Falls (Mont.)	6,347	197
195.	Danville (Ill.)	6,346	198
209.	Gastonia (N. C.)	6,346	198
262.	Zanesville (Ohio)	6,305	200
137.	Sioux City (Iowa)	6,175	201
169.	Abilene (Tex.)	6,160	202
219.	Lake Charles (La.)	6,118	203
251.	Richmond (Ind.)	6,060	204
182.	Biloxi-Gulfport (Miss.)	5,928	205
215.	Kankakee (Ill.)	5,775	206
188.	Burlington (Vt.)	5,772	207
149.	Terre Haute (Ind.)	5,739	208
73.	Kenosha (Wisc.)	5,725	209
223.	Lebanon (Pa.)	5,622	210
259.	Williamsport (Pa.)	5,592	211
243.	Petersburg-Hopewell (Va.)	5,576	212
190.	Champaign-Urbana (Ill.)	5,560	213
245.	Portsmouth (Ohio)	5,540	214
54.	Gadsden (Ala.)	5,457	215
257.	Tyler (Tex.)	5,455	216
177.	Bangor (Me.)	5,327	217
229.	Mason City (Iowa)	5,269	218
183.	Bloomington (Ill.)	5,255	219
173.	Anniston (Ala.)	5,170	220
244.	Port Huron (Mich.)	5,140	221
170.	Alexandria (La.)	5,135	222
126.	San Angelo (Tex.)	5,026	223
217.	La Crosse (Wisc.)	4,930	224
248.	Quincy (Ill.)	4,885	225
175.	Auburn (N. Y.)	4,835	226
198.	Eau Claire (Wisc.)	4,785	227
138.	Sioux Falls (S. D.)	4,766	228
230.	Middletown (Conn.)	4,744	229
208.	Galesburg (Ill.)	4,687	230
214.	Joplin (Mo.)	4,639	231
211.	Hagerstown (Md.)	4,627	232
218.	Lafayette (Ind.)	4,624	233
189.	Butte-Anaconda (Mont.)	4,619	234
231.	Midland (Tex.)	4,451	235
204.	Fargo (N. D.)	4,388	236
194.	Cumberland (Md.)	4,345	237
50.	Fort Smith (Ark.)	4,323	238
185.	Bremerton (Wash.)	4,284	239
226.	Manitowoc-Two Rivers (Wisc.)	4,259	240
241.	Pasco-Kennewick-Richland (Wash.)	4,258	241
224.	Lewiston-Auburn (Me.)	4,256	242
191.	Cheyenne (Wyo.)	4,253	243
206.	Florence-Sheffield-Tuscombia-Muscle Shoals (Ala.)	4,248	244
42.	Dubuque (Iowa)	4,183	245
192.	Clarksburg (W. Va.)	4,173	246
255.	Temple (Tex.)	4,125	247
247.	Provo (Utah)	4,091	248
212.	Hutchinson (Kans.)	4,070	249
253.	Sheboygan (Wisc.)	3,985	250
256.	Texarkana (Tex.-Ark.)	3,984	251
222.	Lawton (Okla.)	3,936	252
216.	Kokomo (Ind.)	3,929	253
235.	Newark (Ohio)	3,918	254
228.	Marion (Ind.)	3,680	255
258.	Watertown (N. Y.)	3,562	256
201.	Enid (Okla.)	3,403	257
196.	Danville (Va.)	3,181	258
249.	Rapid City (S. D.)	3,136	259
240.	Paducah (Ky.)	2,804	260
179.	Bellingham (Wash.)	2,285	261
77.	Laredo (Tex.)	1,929	262

Total Above Metropolitan Areas 7,759,494

15th Market in The South 83rd in the Nation

FURN.-HOUSE-RADIO STORE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

EADS 25 LARGER and 147 other METROPOLITAN MARKETS

Over 100,000 Circulation Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Furn.-House Radio Sales (000)	Furn.-House Radio Store Sales Rank	1956 Over 1954* Gain (000)	195 Over 1 Gai (000
113	58.0	GREENSBORO, N. C.	$16,300	90	$4,365	$4,2
87	73.9	Shreveport, La.	16,225	91	2,848	4,9
95	69.7	Stockton, Cal.	16,061	92	2,422	2,7
88	73.2	Scranton, Pa.	15,933	93	1,460	2,8
81	80.5	Davenport-Rock I.-Moline, Ia.-Ill.	15,798	94	2,391	4,3
89	73.0	Huntington-Ashland, W. Va.-Ky.	15,771	95	2,766	5,7
80	81.2	Duluth-Superior, Minn.-Wis.	15,760	96	1,900	4,4
86	75.4	Mobile, Ala.	15,493	99	2,534	6,5
91	72.8	Little Rock-N. Little Rock, Ark.	12,580	118	2,083	4,2
92	71.0	Augusta, Ga.	11,457	124	1,228	6,1

. . . and 16 Other Larger Metropolitan Markets including Erie, Pa., Corpus Christi, Tex., Tucson, Ariz., Evansville, and Charlotte, N. C.

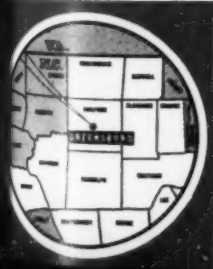
. . . 1st in the CAROLINAS' METROPOLITAN Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Furn.-House Radio Sales (000)	Furn.-House Radio Store Sales Rank	1956 Over 1954* Gain (000)	195 Over 1 Gai (000
113	68.0	GREENSBORO, N. C.	$16,300	90	$4,365	$4,
106	63.3	Charlotte, N. C.	15,661	97	4,055	5,
144	44.1	Columbia, S. C.	15,639	98	2,427	9,
117	54.5	Greenville, S. C.	13,723	112	2,394	4,
119	53.0	Charleston, S. C.	13,307	115	2,176	6,
130	48.0	Winston-Salem, N. C.	12,245	121	3,002	5,
159	39.3	Raleigh, N. C.	9,993	141	2,658	3,
199	29.5	Durham, N. C.	8,915	151	1,853	2,
248	20.8	Wilmington, N. C.	8,394	164	1,438	5,
207	27.6	Fayetteville, N. C.	7,728	175	1,818	5,
150	41.9	Spartanburg, S. C.	7,496	182	900	
172	25.9	Asheville, N. C.	6,957	188	1,336	1,
181	31.8	Gastonia, N. C.	6,346	199	1,588	1,

* U. S. Bureau of Census figures 1954 and 1948. All other figures Sales Management Survey of Buying Power

. . . . $42,484,000 Furniture Sales IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.
New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1956, for AUTOMOTIVE DEALERS & STORE SALES in Descending Order

Code Number	AREA and STATE	AUTOMOTIVE STORE SALES SM Estimates (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	2,081,442	1
83.	Los Angeles-Long Beach (Cal.)	1,553,792	2
28.	Chicago (Ill.)	1,281,747	3
41.	Detroit (Mich.)	1,007,817	4
106.	Philadelphia (Pa.)	759,840	5
18.	Boston (Mass.)	555,792	6
130.	San Francisco-Oakland (Cal.)	554,764	7
108.	Pittsburgh (Pa.)	433,221	8
157.	Washington (D. C.)	404,878	9
30.	Cleveland (Ohio)	404,608	10
124.	St. Louis (Mo.)	401,554	11
35.	Dallas (Tex.)	284,160	12
64.	Houston (Tex.)	270,113	13
92.	Minneapolis-St. Paul (Minn.)	267,032	14
12.	Baltimore (Md.)	251,187	15
90.	Miami (Fla.)	249,417	16
21.	Buffalo (N. Y.)	249,254	17
72.	Kansas City (Mo.)	247,300	18
91.	Milwaukee (Wisc.)	240,304	19
29.	Cincinnati (Ohio)	228,841	20
39.	Denver (Colo.)	207,536	21
8.	Atlanta (Ga.)	201,468	22
129.	San Diego (Cal.)	186,836	23
66.	Indianapolis (Ind.)	182,465	24
111.	Portland (Ore.)	174,162	25
135.	Seattle (Wash.)	161,127	26
84.	Louisville (Ky.)	157,931	27
33.	Columbus (Ohio)	147,888	28
148.	Tampa-St. Petersburg (Fla.)	147,698	29
63.	Hartford-New Britain (Conn.)	146,917	30
19.	Bridgeport-Stamford-Norwalk (Conn.)	146,218	31
37.	Dayton (Ohio)	139,922	32
89.	Memphis (Tenn.)	139,230	33
52.	Fort Worth (Tex.)	138,869	34
97.	New Haven-Waterbury (Conn.)	137,838	35
112.	Providence-Pawtucket (R. I.)	137,253	36
98.	New Orleans (La.)	130,034	37
119.	Rochester (N. Y.)	129,785	38
168.	Youngstown (Ohio)	128,791	39
17.	Birmingham (Ala.)	127,476	40
69.	Jacksonville (Fla.)	127,173	41
128.	San Bernardino-Riverside-Ontario (Cal.)	127,102	42
1.	Akron (Ohio)	125,102	43
127.	San Antonio (Tex.)	113,006	44
166.	Worcester (Mass.)	109,013	45
2.	Albany-Schenectady-Troy (N. Y.)	107,940	46
150.	Toledo (Ohio)	106,606	47
49.	Flint (Mich.)	106,412	48
102.	Oklahoma City (Okla.)	105,329	49
107.	Phoenix (Ariz.)	104,615	50
103.	Omaha (Nebr.)	99,765	51
131.	San Jose (Cal.)	98,983	52
100.	Norfolk-Portsmouth (Va.)	98,850	53
142.	Springfield-Holyoke (Mass.)	96,867	54
146.	Syracuse (N. Y.)	95,351	55
154.	Tulsa (Okla.)	94,677	56
4.	Allentown-Bethlehem-Easton (Pa.)	86,794	57
96.	Nashville (Tenn.)	86,376	58
161.	Wichita (Kans.)	85,703	59
121.	Sacramento (Cal.)	84,556	60
125.	Salt Lake City (Utah)	83,055	61
56.	Grand Rapids (Mich.)	79,836	62
62.	Harrisburg (Pa.)	79,535	63
22.	Canton (Ohio)	79,046	64
40.	Des Moines (Iowa)	76,236	65
248.	Poughkeepsie-Newburgh-Beacon (N. Y.)	72,887	66
74.	Knoxville (Tenn.)	71,041	67
105.	Peoria (Ill.)	66,863	68
25.	Charleston (W. Va.)	65,504	69
117.	Richmond (Va.)	64,814	70
48.	Fall River-New Bedford (Mass.)	63,939	71
207.	Fort Lauderdale (Fla.)	62,586	72
76.	Lansing (Mich.)	62,498	73
160.	Wheeling-Steubenville (W. Va.-Ohio)	60,999	74
3.	Albuquerque (N. M.)	60,122	75
53.	Fresno (Cal.)	59,415	76
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	58,961	77
164.	Wilmington (Del.)	58,944	78
152.	Trenton (N. J.)	58,180	79
75.	Lancaster (Pa.)	57,972	80
26.	Charlotte (N. C.)	57,278	81
136.	Shreveport (La.)	56,851	82
116.	Reading (Pa.)	56,641	83
46.	Erie (Pa.)	56,210	84
140.	Spokane (Wash.)	56,004	85
176.	Bakersfield (Cal.)	55,446	86
51.	Fort Wayne (Ind.)	55,376	87
81.	Little Rock-North Little Rock (Ark.)	55,235	88
155.	Utica-Rome (N. Y.)	54,936	89
145.	Stockton (Cal.)	54,621	90
163.	Wilkes-Barre-Hazleton (Pa.)	54,402	91
43.	Duluth-Superior (Minn.-Wisc.)	53,677	92
58.	Greensboro-High Point (N. C.)	52,515	93
45.	El Paso (Tex.)	52,508	94
104.	Orlando (Fla.)	52,182	95
15.	Beaumont-Port Arthur (Tex.)	52,156	96
93.	Mobile (Ala.)	52,059	97
139.	South Bend (Ind.)	51,528	98
27.	Chattanooga (Tenn.)	50,693	99
147.	Tacoma (Wash.)	50,316	100
34.	Corpus Christi (Tex.)	50,272	101
122.	Saginaw (Mich.)	49,741	102
13.	Baton Rouge (La.)	48,676	103
167.	York (Pa.)	48,593	104
65.	Huntington-Ashland (W. Va.-Ky.)	47,369	105
159.	West Palm Beach (Fla.)	47,033	106
6.	Amarillo (Tex.)	45,814	107
70.	Johnstown (Pa.)	45,811	108
120.	Rockford (Ill.)	45,602	109
82.	Lorain-Elyria (Ohio)	44,652	110
85.	Lubbock (Tex.)	44,301	111
68.	Jackson (Miss.)	42,979	112
10.	Augusta (Ga.)	42,688	113
16.	Binghamton (N. Y.)	41,995	114
187.	Brownsville-Harlingen-McAllen (Tex.)	41,709	115
87.	Madison (Wisc.)	41,579	116
60.	Hamilton-Middletown (Ohio)	40,588	117
20.	Brockton (Mass.)	40,397	118
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	40,101	119
31.	Columbia (S. C.)	39,824	120
172.	Ann Arbor (Mich.)	39,718	121
153.	Tucson (Ariz.)	39,550	122
71.	Kalamazoo (Mich.)	39,384	123
115.	Raleigh (N. C.)	39,192	124
59.	Greenville (S. C.)	39,139	125
184.	Boise (Idaho)	38,870	126
242.	Pensacola (Fla.)	38,434	127
94.	Montgomery (Ala.)	38,301	128
11.	Austin (Tex.)	37,941	129
220.	Lakeland (Fla.)	37,358	130
61.	Hampton-Newport News-Warwick (Va.)	36,863	131
134.	Scranton (Pa.)	36,324	132
110.	Portland (Me.)	36,266	133
47.	Evansville (Ind.)	35,210	134
165.	Winston-Salem (N. C.)	35,112	135
237.	New London-Norwich (Conn.)	34,527	136
156.	Waco (Tex.)	33,453	137
86.	Macon (Ga.)	33,425	138
202.	Eugene (Ore.)	33,176	139
32.	Columbus (Ga.)	32,351	140
88.	Manchester (N. H)	32,300	141
234.	Muskegon (Mich.)	32,246	142
38.	Decatur (Ill.)	32,204	143
232.	Modesto (Cal.)	32,074	144
133.	Savannah (Ga.)	31,879	145
137.	Sioux City (Iowa)	31,689	146
144.	Springfield (Ohio)	31,533	147
151.	Topeka (Kans.)	31,351	148
141.	Springfield (Ill.)	31,151	149
118.	Roanoke (Va.)	31,094	150
162.	Wichita Falls (Tex.)	31,082	151
24.	Charleston (S. C.)	30,445	152
23.	Cedar Rapids (Iowa)	29,966	153
67.	Jackson (Mich.)	29,725	154
214.	Joplin (Mo.)	29,707	155
221.	Las Vegas (Nev.)	29,695	156
213.	Jamestown (N. Y.)	29,182	157
109.	Pittsfield (Mass.)	29,034	158
177.	Bangor (Me.)	28,579	159
261.	Yakima (Wash.)	28,548	160
193.	Colorado Springs (Colo.)	28,510	161
206.	Fayetteville (N. C.)	27,798	162
178.	Battle Creek (Mich.)	27,545	163
252.	Salem (Ore.)	27,307	164
158.	Waterloo (Iowa)	27,268	165
171.	Anderson (Ind.)	26,976	166
199.	Elkhart (Ind.)	26,877	167
223.	Lebanon (Pa.)	26,585	168
9.	Atlantic City (N. J.)	26,346	169
227.	Mansfield (Ohio)	25,806	170
143.	Springfield (Mo.)	25,579	171
5.	Altoona (Pa.)	25,480	172
219.	Lake Charles (La.)	25,478	173
250.	Reno (Nev.)	25,362	174
80.	Lincoln (Nebr.)	25,094	175
203.	Everett (Wash.)	24,627	176
114.	Racine (Wisc.)	24,380	177
149.	Terre Haute (Ind.)	24,045	178
132.	Santa Barbara (Cal.)	24,002	179
190.	Champaign-Urbana (Ill.)	23,989	180
181.	Billings (Mont.)	23,729	181
254.	Spartanburg (S. C.)	23,717	182
180.	Beloit-Janesville (Wisc.)	23,714	183
113.	Pueblo (Colo.)	23,692	184
44.	Durham (N. C.)	23,638	185
138.	Sioux Falls (S. D.)	22,926	186
79.	Lima (Ohio)	22,388	187
169.	Abilene (Tex.)	22,384	188
238.	Odessa (Tex.)	22,214	189
50.	Fort Smith (Ark.)	22,186	190
204.	Fargo (N. D.)	22,176	191
244.	Port Huron (Mich.)	22,037	192
95.	Muncie (Ind.)	21,985	193
197.	Daytona Beach (Fla.)	21,946	194
57.	Green Bay (Wisc.)	21,895	195
231.	Midland (Tex.)	21,479	196
200.	Elmira (N. Y.)	21,348	197
209.	Gastonia (N. C.)	21,337	198
249.	Rapid City (S. D.)	21,119	199
123.	St. Joseph (Mo.)	21,033	200
78.	Lexington (Ky.)	20,747	201
195.	Danville (Ill.)	20,644	202
14.	Bay City (Mich.)	20,560	203
259.	Williamsport (Pa.)	20,260	204
258.	Watertown (N. Y.)	20,236	205
230.	Middletown (Conn.)	20,230	206
211.	Hagerstown (Md.)	20,103	207
198.	Eau Claire (Wisc.)	20,053	208
126.	San Angelo (Tex.)	19,867	209
7.	Asheville (N. C.)	19,843	210
208.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	19,830	211
182.	Biloxi-Gulfport (Miss.)	19,514	212
255.	Temple (Tex.)	19,379	213
174.	Appleton (Wisc.)	18,983	214
233.	Monroe-West Monroe (La.)	18,761	215
257.	Tyler (Tex.)	18,699	216
236.	New Castle (Pa.)	18,414	217
215.	Kankakee (Ill.)	18,329	218
245.	Portsmouth (Ohio)	18,286	219
243.	Petersburg-Hopewell (Va.)	17,684	220
251.	Richmond (Ind.)	17,674	221
224.	Lewiston-Auburn (Me.)	17,384	222
55.	Galveston (Tex.)	17,238	223
54.	Gadsden (Ala.)	17,084	224
222.	Lawton (Okla.)	16,938	225
210.	Great Falls (Mont.)	16,900	226
235.	Newark (Ohio)	16,854	227
173.	Anniston (Ala.)	16,794	228
170.	Alexandria (La.)	16,727	229
225.	Lynchburg (Va.)	16,424	230
241.	Pasco-Kennewick-Richland (Wash.)	16,369	231
183.	Bloomington (Ill.)	16,256	232
247.	Provo (Utah)	16,229	233
262.	Zanesville (Ohio)	16,219	234
212.	Hutchinson (Kans.)	15,989	235
239.	Oshkosh (Wisc.)	15,722	236
196.	Danville (Va.)	15,668	237
101.	Ogden (Utah)	15,666	238
191.	Cheyenne (Wyo.)	15,292	239
192.	Clarksburg (W. Va.)	15,061	240
73.	Kenosha (Wisc.)	15,002	241
256.	Texarkana (Tex.-Ark.)	14,676	242
218.	Lafayette (Ind.)	14,790	243
189.	Butte-Anaconda (Mont.)	14,692	244
208.	Galesburg (Ill.)	14,489	245
217.	La Crosse (Wisc.)	14,036	246
185.	Bremerton (Wash.)	13,817	247
260.	Wilmington (N. C.)	13,729	248
228.	Manitowoc-Two Rivers (Wisc.)	13,685	249
216.	Kokomo (Ind.)	13,677	250
253.	Sheboygan (Wisc.)	13,636	251
188.	Burlington (Vt.)	13,629	252
175.	Auburn (N. Y.)	13,445	253
226.	Marion (Ind.)	13,270	254
240.	Paducah (Ky.)	13,016	255
194.	Cumberland (Md.)	13,012	256
42.	Dubuque (Iowa)	12,897	257
229.	Mason City (Iowa)	12,807	258
201.	Enid (Okla.)	11,657	259
248.	Quincy (Ill.)	10,325	260
179.	Bellingham (Wash.)	7,632	261
77.	Laredo (Tex.)	7,158	262

Total Above Metropolitan Areas 23,487,560

15th Market in The South
83rd in the Nation

AUTOMOTIVE SALE
come easier in the growin
GREENSBOR
Metropolitan Marke

LEADS 20 LARGER and 149 other METROPOLITAN MARKET

Over 100,000 Circulation Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Automotive Sales (000)	Automotive Sales Rank	1956 Over 1954* Gain (000)	19 Over Ga (00
113	58.0	GREENSBORO, N. C.	$52,515	93	$13,118	$26,5
93	70.9	El Paso, Tex.	52,508	94	7,594	24,1
98	67.2	Beaumont-Port Arthur, Tex.	52,156	96	18,096	17,2
86	75.4	Mobile, Ala.	52,059	97	7,299	25,2
90	72.9	South Bend, Ind.	51,528	98	4,414	14,7
82	80.2	Chattanooga, Tenn.	50,693	99	6,876	19,0
72	92.0	Tacoma, Wash.	50,316	100	6,033	12,0
89	73.0	Huntington-Ashland, W. Va.-Ky.	47,369	105	7,343	16,3
84	79.0	Johnstown, Pa.	45,811	108	5,335	15,3
92	71.0	Augusta, Ga.	42,688	113	3,612	24,5

. . . and 11 Other Larger Metropolitan Markets including Brockton, Mass., Evansville, Ind., Corpus Christi, Tucson, Ariz., and York and Scranton, Pa.

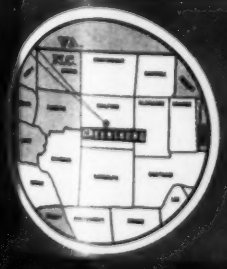
. . . 2nd in the CAROLINAS' METROPOLITAN Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Automotive Sales (000)	Automotive Sales Rank	1956 Over 1954* Gain (000)	19 Over Ga (00
106	63.3	Charlotte, N. C.	$57,278	81	$14,488	$27,
113	58.0	GREENSBORO, N. C.	52,515	93	13,118	26,
144	44.1	Columbia, S. C.	39,824	120	5,181	13,
159	39.3	Raleigh, N. C.	39,192	124	9,514	19,
117	54.5	Greenville, S. C.	39,139	125	5,795	14,
130	48.0	Winston-Salem, N. C.	35,112	135	7,768	20,
119	53.0	Charleston, S. C.	30,445	152	4,222	9,
207	27.6	Fayetteville, N. C.	27,798	162	5,871	18,
150	41.9	Spartanburg, S. C.	23,717	182	2,228	4,
199	29.5	Durham, N. C.	23,638	185	4,321	8,
181	31.8	Gastonia, N. C.	21,337	198	4,834	8,
172	35.9	Asheville, N. C.	19,843	210	3,305	5,
248	20.8	Wilmington, N. C.	13,729	248	1,991	4,

* U. S. Bureau of Census figures 1954 and 1948. All other figures Sales Management Survey of Buying Powe

. . . $142,694,000 AUTOMOTIVE SALES IN GREENSBORO ABC RETAIL TRADING AREA



Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.
New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1956, for GASOLINE SERVICE STATION SALES, in Descending Order

Code Number	AREA and STATE	GASOLINE SERVICE STATION SALES SM Estimates (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	660,788	1
83.	Los Angeles-Long Beach (Cal.)	635,754	2
28.	Chicago (Ill.)	425,836	3
41.	Detroit (Mich.)	315,264	4
130.	San Francisco-Oakland (Cal.)	233,363	5
106.	Philadelphia (Pa.)	228,774	6
18.	Boston (Mass.)	170,863	7
124.	St. Louis (Mo.)	153,231	8
157.	Washington (D. C.)	146,718	9
108.	Pittsburgh (Pa.)	146,644	10
30.	Cleveland (Ohio)	132,988	11
91.	Milwaukee (Wisc.)	110,560	12
92.	Minneapolis-St. Paul (Minn.)	97,933	13
12.	Baltimore (Md.)	97,092	14
64.	Houston (Tex.)	96,675	15
128.	San Bernardino-Riverside-Ontario (Cal.)	89,242	16
21.	Buffalo (N. Y.)	84,977	17
90.	Miami (Fla.)	79,798	18
129.	San Diego (Cal.)	77,128	19
135.	Seattle (Wash.)	74,285	20
29.	Cincinnati (Ohio)	73,515	21
8.	Atlanta (Ga.)	73,342	22
35.	Dallas (Tex.)	71,983	23
72.	Kansas City (Mo.)	71,804	24
39.	Denver (Colo.)	67,242	25
111.	Portland (Ore.)	63,412	26
66.	Indianapolis (Ind.)	58,203	27
33.	Columbus (Ohio)	57,131	28
98.	New Orleans (La.)	54,811	29
63.	Hartford-New Britain (Conn.)	52,135	30
131.	San Jose (Cal.)	51,636	31
84.	Louisville (Ky.)	50,193	32
168.	Youngstown (Ohio)	49,737	33
107.	Phoenix (Ariz.)	49,147	34
148.	Tampa-St. Petersburg (Fla.)	48,970	35
97.	New Haven-Waterbury (Conn.)	47,013	36
37.	Dayton (Ohio)	46,559	37
19.	Bridgeport-Stamford-Norwalk (Conn.)	46,162	38
112.	Providence-Pawtucket (R. I.)	45,406	39
150.	Toledo (Ohio)	42,793	40
1.	Akron (Ohio)	42,247	41
127.	San Antonio (Tex.)	41,626	42
121.	Sacramento (Cal.)	41,276	43
166.	Worcester (Mass.)	41,053	44
89.	Memphis (Tenn.)	40,275	45
52.	Fort Worth (Tex.)	39,582	46
2.	Albany-Schenectady-Troy (N. Y.)	36,083	47
102.	Oklahoma City (Okla.)	35,763	48
49.	Flint (Mich.)	34,890	49
119.	Rochester (N. Y.)	34,328	50
17.	Birmingham (Ala.)	34,061	51
176.	Bakersfield (Cal.)	33,991	52
125.	Salt Lake City (Utah)	33,687	53
96.	Nashville (Tenn.)	33,172	54
4.	Allentown-Bethlehem-Easton (Pa.)	33,021	55
53.	Fresno (Cal.)	32,673	56
100.	Norfolk-Portsmouth (Va.)	32,445	57
56.	Grand Rapids (Mich.)	32,181	58
103.	Omaha (Nebr.)	31,976	59
74.	Knoxville (Tenn.)	30,706	60
69.	Jacksonville (Fla.)	30,055	61
117.	Richmond (Va.)	29,037	62
142.	Springfield-Holyoke (Mass.)	28,866	63
22.	Canton (Ohio)	28,458	64
26.	Charlotte (N. C.)	27,651	65
161.	Wichita (Kans.)	27,360	66
154.	Tulsa (Okla.)	27,307	67
62.	Harrisburg (Pa.)	26,811	68
160.	Wheeling-Steubenville (W. Va.-Ohio)	26,483	69
164.	Wilmington (Del.)	26,258	70
146.	Syracuse (N. Y.)	25,917	71
40.	Des Moines (Iowa)	25,796	72
27.	Chattanooga (Tenn.)	24,486	73
105.	Peoria (Ill.)	23,486	74
147.	Tacoma (Wash.)	23,349	75
3.	Albuquerque (N. M.)	23,328	76
48.	Fall River-New Bedford (Mass.)	23,268	77
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	22,770	78
155.	Utica-Rome (N. Y.)	22,282	79
25.	Charleston (W. Va.)	22,126	80
145.	Stockton (Cal.)	21,893	81
152.	Trenton (N. J.)	21,672	82
153.	Tucson (Ariz.)	21,613	83
246.	Poughkeepsie-Newburgh-Beacon (N. Y.)	21,303	84
58.	Greensboro-High Point (N. C.)	21,091	85
140.	Spokane (Wash.)	20,950	86
76.	Lansing (Mich.)	20,583	87
104.	Orlando (Fla.)	19,861	88
43.	Duluth-Superior (Minn.-Wisc.)	19,629	89
15.	Beaumont-Port Arthur (Tex.)	19,555	90
138.	Shreveport (La.)	19,301	91
207.	Fort Lauderdale (Fla.)	19,217	92
34.	Corpus Christi (Tex.)	19,046	93
139.	South Bend (Ind.)	18,837	94
51.	Fort Wayne (Ind.)	18,797	95
75.	Lancaster (Pa.)	18,658	96
70.	Johnstown (Pa.)	18,308	97
163.	Wilkes-Barre-Hazleton (Pa.)	18,239	98
13.	Baton Rouge (La.)	18,126	99
47.	Evansville (Ind.)	17,801	100
221.	Las Vegas (Nev.)	17,462	101
65.	Huntington-Ashland (W. Va.-Ky.)	17,207	102
45.	El Paso (Tex.)	17,199	103
81.	Little Rock-North Little Rock (Ark.)	17,026	104
10.	Augusta (Ga.)	16,926	105
159.	West Palm Beach (Fla.)	16,913	106
93.	Mobile (Ala.)	16,844	107
59.	Greenville (S. C.)	16,780	108
46.	Erie (Pa.)	16,676	109
116.	Reading (Pa.)	16,596	110
120.	Rockford (Ill.)	16,207	111
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	16,097	112
167.	York (Pa.)	16,091	113
202.	Eugene (Ore.)	16,077	114
232.	Modesto (Cal.)	15,621	115
87.	Madison (Wisc.)	15,593	116
20.	Brockton (Mass.)	15,324	117
82.	Lorain-Elyria (Ohio)	15,238	118
6.	Amarillo (Tex.)	15,182	119
16.	Binghamton (N. Y.)	15,005	120
115.	Raleigh (N. C.)	14,938	121
193.	Colorado Springs (Colo.)	14,681	122
141.	Springfield (Ill.)	14,626	123
172.	Ann Arbor (Mich.)	14,612	124
187.	Brownsville-Harlingen-McAllen (Tex.)	14,524	125
252.	Salem (Ore.)	14,421	126
178.	Battle Creek (Mich.)	14,276	127
220.	Lakeland (Fla.)	14,242	128
60.	Hamilton-Middletown (Ohio)	14,149	129
133.	Savannah (Ga.)	14,137	130
237.	New London-Norwich (Conn.)	14,097	131
184.	Boise (Idaho)	14,085	132
31.	Columbia (S. C.)	14,047	133
32.	Columbus (Ga.)	13,975	134
110.	Portland (Me.)	13,920	135
122.	Saginaw (Mich.)	13,915	136
68.	Jackson (Miss.)	13,579	137
71.	Kalamazoo (Mich.)	13,546	138
88.	Manchester (N. H.)	13,488	139
11.	Austin (Tex.)	13,476	140
86.	Macon (Ga.)	13,371	141
132.	Santa Barbara (Cal.)	13,280	142
24.	Charleston (S. C.)	13,242	143
165.	Winston-Salem (N. C.)	13,120	144
61.	Hampton-Newport News-Warwick (Va.)	12,787	145
234.	Muskegon (Mich.)	12,590	146
219.	Lake Charles (La.)	12,525	147
151.	Topeka (Kans.)	12,315	148
85.	Lubbock (Tex.)	12,270	149
144.	Springfield (Ohio)	12,208	150
80.	Lincoln (Nebr.)	12,107	151
134.	Scranton (Pa.)	12,048	152
214.	Joplin (Mo.)	12,029	153
118.	Roanoke (Va.)	11,998	154
94.	Montgomery (Ala.)	11,913	155
203.	Everett (Wash.)	11,880	156
197.	Daytona Beach (Fla.)	11,780	157
67.	Jackson (Mich.)	11,669	158
9.	Atlantic City (N. J.)	11,545	159
213.	Jamestown (N. Y.)	11,361	160
156.	Waco (Tex.)	11,050	161
38.	Decatur (Ill.)	11,034	162
261.	Yakima (Wash.)	11,028	163
7.	Asheville (N. C.)	10,994	164
55.	Galveston (Tex.)	10,924	165
242.	Pensacola (Fla.)	10,838	166
205.	Fayetteville (N. C.)	10,712	167
23.	Cedar Rapids (Iowa)	10,575	168
114.	Racine (Wisc.)	10,424	169
190.	Champaign-Urbana (Ill.)	10,319	170
143.	Springfield (Mo.)	10,248	171
254.	Spartanburg (S. C.)	10,197	172
162.	Wichita Falls (Tex.)	10,196	173
250.	Reno (Nev.)	10,130	174
227.	Mansfield (Ohio)	9,593	175
171.	Anderson (Ind.)	9,547	176
244.	Port Huron (Mich.)	9,515	177
5.	Altoona (Pa.)	9,505	178
109.	Pittsfield (Mass.)	9,468	179
44.	Durham (N. C.)	9,363	180
137.	Sioux City (Iowa)	9,319	181
177.	Bangor (Me.)	9,076	182
241.	Pasco-Kennewick-Richland (Wash.)	9,030	183
259.	Williamsport (Pa.)	8,979	184
79.	Lima (Ohio)	8,957	185
182.	Biloxi-Gulfport (Miss.)	8,946	186
158.	Waterloo (Iowa)	8,945	187
243.	Petersburg-Hopewell (Va.)	8,818	188
183.	Bloomington (Ill.)	8,748	189
198.	Eau Claire (Wisc.)	8,743	190
78.	Lexington (Ky.)	8,720	191
245.	Portsmouth (Ohio)	8,715	192
196.	Danville (Va.)	8,680	193
201.	Enid (Okla.)	8,599	194
247.	Provo (Utah)	8,597	195
256.	Texarkana (Tex.-Ark.)	8,505	196
199.	Elkhart (Ind.)	8,443	197
14.	Bay City (Mich.)	8,290	198
238.	Odessa (Tex.)	8,251	199
101.	Ogden (Utah)	8,226	200
209.	Gastonia (N. C.)	8,192	201
236.	New Castle (Pa.)	8,112	202
195.	Danville (Ill.)	7,964	203
170.	Alexandria (La.)	7,926	204
149.	Terre Haute (Ind.)	7,837	205
180.	Beloit-Janesville (Wisc.)	7,736	206
95.	Muncie (Ind.)	7,484	207
169.	Abilene (Tex.)	7,475	208
233.	Monroe-West Monroe (La.)	7,313	209
235.	Newark (Ohio)	7,277	210
215.	Kankakee (Ill.)	7,276	211
57.	Green Bay (Wisc.)	7,095	212
181.	Billings (Mont.)	7,084	213
211.	Hagerstown (Md.)	6,965	214
54.	Gadsden (Ala.)	6,960	215
239.	Oshkosh (Wisc.)	6,957	216
223.	Lebanon (Pa.)	6,934	217
113.	Pueblo (Colo.)	6,877	218
73.	Kenosha (Wisc.)	6,768	219
262.	Zanesville (Ohio)	6,767	220
194.	Cumberland (Md.)	6,647	221
253.	Sheboygan (Wisc.)	6,620	222
255.	Temple (Tex.)	6,596	223
138.	Sioux Falls (S. D.)	6,439	224
123.	St. Joseph (Mo.)	6,400	225
230.	Middletown (Conn.)	6,389	226
258.	Watertown (N. Y.)	6,380	227
225.	Lynchburg (Va.)	6,362	228
251.	Richmond (Ind.)	6,348	229
218.	Lafayette (Ind.)	6,218	230
50.	Fort Smith (Ark.)	6,209	231
189.	Butte-Anaconda (Mont.)	6,186	232
174.	Appleton (Wisc.)	6,143	233
192.	Clarksburg (W. Va.)	6,083	234
126.	San Angelo (Tex.)	6,030	235
200.	Elmira (N. Y.)	5,983	236
224.	Lewiston-Auburn (Me.)	5,910	237
257.	Tyler (Tex.)	5,835	238
231.	Midland (Tex.)	5,826	239
42.	Dubuque (Iowa)	5,776	240
185.	Bremerton (Wash.)	5,761	241
260.	Wilmington (N. C.)	5,745	242
204.	Fargo (N. D.)	5,744	243
210.	Great Falls (Mont.)	5,705	244
249.	Rapid City (S. D.)	5,693	245
226.	Marion (Ind.)	5,661	246
173.	Anniston (Ala.)	5,595	247
217.	La Crosse (Wisc.)	5,566	248
208.	Galesburg (Ill.)	5,256	249
240.	Paducah (Ky.)	5,198	250
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	4,848	251
222.	Lawton (Okla.)	4,745	252
191.	Cheyenne (Wyo.)	4,585	253
212.	Hutchinson (Kans.)	4,317	254
226.	Manitowoc-Two Rivers (Wisc.)	4,290	255
188.	Burlington (Vt.)	4,238	256
229.	Mason City (Iowa)	4,047	257
175.	Auburn (N. Y.)	3,785	258
216.	Kokomo (Ind.)	3,672	259
77.	Laredo (Tex.)	3,460	260
248.	Quincy (Ill.)	3,437	261
179.	Bellingham (Wash.)	3,041	262
	Total Above Metropolitan Areas	8,414,532	

15th Market in The South

83rd in the Nation

GASOLINE SALES come easier in the growing GREENSBORO Metropolitan Market

EADS 27 LARGER and 150 other METROPOLITAN MARKETS

Over 00,000 Circulation Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Gasoline Sales (000)	Gasoline Sales Rank	1956 Over 1954* Gain (000)	1956 Over 19 Gain (000)
113	58.0	GREENSBORO, N. C.	$21,091	85	$5,898	$12,24
77	87.5	Spokane, Wash.	20,950	86	4,077	10,01
87	73.9	Shreveport, La.	19,301	91	3,623	12,91
80	82.1	Duluth-Superior, Minn.-Wis.	19,269	89	2,692	7,76
90	72.9	South Bend, Ind.	18,837	94	1,503	7,16
84	79.0	Johnstown, Pa.	18,308	97	3,108	8,37
89	73.0	Huntington-Ashland, W. Va.-Ky.	17,207	102	3,396	9,90
91	72.8	Little Rock-N. Little Rock, Ark.	17,026	104	3,197	7,36
86	75.4	Mobile, Ala.	16,844	107	3,087	8,23
85	77.3	Reading, Pa.	16,596	110	2,959	6,66

. . . and 18 Other Larger Metropolitan Markets including Augusta, Ga., El Paso, Corpus Christi, and Brown-Hrl McAln., Tex., Brockton, Mass., Evansville and Ft. Wayne, Ind., and Scranton, Pa.

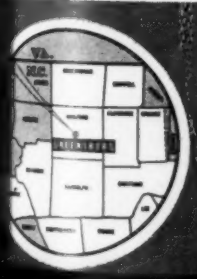
. . . 2nd in the CAROLINAS' METROPOLITAN Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Gasoline Sales (000)	Gasoline Sales Rank	1956 Over 1954* Gain (000)	1956 Over 19 Gain (000)
106	63.3	Charlotte, N. C.	$27,651	65	$7,469	$18,63
113	58.0	GREENSBORO, N. C.	21,091	85	5,898	12,24
117	54.5	Greenville, S. C.	16,780	108	3,083	9,97
159	39.3	Raleigh, N. C.	14,938	121	4,139	9,28
144	44.1	Columbia, S. C.	14,047	133	2,396	7,50
119	53.0	Charleston, S. C.	13,242	143	2,366	7,80
130	48.0	Winston-Salem, N. C.	13,120	144	3,366	8,98
172	35.9	Asheville, N. C.	10,994	164	2,247	5,90
207	27.6	Fayetteville, N. C.	10,712	167	2,646	6,78
150	41.9	Spartanburg, S. C.	10,197	172	1,388	4,78
199	29.5	Durham, N. C.	9,363	180	2,059	4,89
181	31.8	Gastonia, N. C.	8,192	201	2,143	4,79
248	20.8	Wilmington, N. C.	5,745	242	1,056	2,45

* U. S. Bureau of Census figures 1954 and 1948. All Other figures Sales Management Survey of Buying Power 195

. . . . $64,586,000 GASOLINE SALES IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.
New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

DRUG SALES

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1956, for DRUG STORE SALES in Descending Order

Code Number	AREA and STATE	DRUG STORE SALES SM Estimates (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	458,132	1
83.	Los Angeles-Long Beach (Cal.)	287,483	2
28.	Chicago (Ill.)	283,258	3
41.	Detroit (Mich.)	203,163	4
106.	Philadelphia (Pa.)	145,399	5
18.	Boston (Mass.)	124,742	6
130.	San Francisco-Oakland (Cal.)	115,418	7
157.	Washington (D. C.)	110,590	8
30.	Cleveland (Ohio)	90,162	9
108.	Pittsburgh (Pa.)	84,408	10
124.	St. Louis (Mo.)	80,833	11
12.	Baltimore (Md.)	76,176	12
72.	Kansas City (Mo.)	69,216	13
92.	Minneapolis-St. Paul (Minn.)	58,344	14
39.	Denver (Colo.)	52,459	15
90.	Miami (Fla.)	51,868	16
64.	Houston (Tex.)	45,828	17
21.	Buffalo (N. Y.)	45,626	18
29.	Cincinnati (Ohio)	44,444	19
66.	Indianapolis (Ind.)	43,829	20
91.	Milwaukee (Wisc.)	42,318	21
6.	Atlanta (Ga.)	41,148	22
35.	Dallas (Tex.)	39,506	23
96.	New Orleans (La.)	38,072	24
135.	Seattle (Wash.)	36,655	25
84.	Louisville (Ky.)	33,631	26
63.	Hartford-New Britain (Conn.)	33,059	27
129.	San Diego (Cal.)	32,461	28
112.	Providence-Pawtucket (R. I.)	31,148	29
33.	Columbus (Ohio)	30,988	30
148.	Tampa-St. Petersburg (Fla.)	29,241	31
19.	Bridgeport-Stamford-Norwalk (Conn.)	28,916	32
97.	New Haven-Waterbury (Conn.)	28,448	33
111.	Portland (Ore.)	26,305	34
37.	Dayton (Ohio)	25,525	35
52.	Fort Worth (Tex.)	25,277	36
128.	San Bernardino-Riverside-Ontario (Cal.)	24,410	37
107.	Phoenix (Ariz.)	23,105	38
150.	Toledo (Ohio)	23,037	39
56.	Grand Rapids (Mich.)	21,902	40
131.	San Jose (Cal.)	21,354	41
119.	Rochester (N. Y.)	21,278	42
1.	Akron (Ohio)	21,119	43
102.	Oklahoma City (Okla.)	21,076	44
168.	Youngstown (Ohio)	20,767	45
142.	Springfield-Holyoke (Mass.)	20,727	46
166.	Worcester (Mass.)	20,540	47
89.	Memphis (Tenn.)	20,149	48
69.	Jacksonville (Fla.)	18,968	49
100.	Norfolk-Portsmouth (Va.)	18,744	50
121.	Sacramento (Cal.)	18,340	51
103.	Omaha (Nebr.)	18,193	52
127.	San Antonio (Tex.)	18,162	53
49.	Flint (Mich.)	18,111	54
2.	Albany-Schenectady-Troy (N. Y.)	17,704	55
125.	Salt Lake City (Utah)	17,176	56
17.	Birmingham (Ala.)	16,902	57
161.	Wichita (Kans.)	15,797	58
117.	Richmond (Va.)	15,383	59
53.	Fresno (Cal.)	15,289	60
154.	Tulsa (Okla.)	14,982	61
4.	Allentown-Bethlehem-Easton (Pa.)	14,065	62
146.	Syracuse (N. Y.)	13,678	63
26.	Charlotte (N. C.)	13,628	64
207.	Fort Lauderdale (Fla.)	13,555	65
48.	Fall River-New Bedford (Mass.)	13,362	66
164.	Wilmington (Del.)	13,354	67
40.	Des Moines (Iowa)	12,588	68
93.	Mobile (Ala.)	12,460	69
96.	Nashville (Tenn.)	12,369	70
62.	Harrisburg (Pa.)	12,268	71
74.	Knoxville (Tenn.)	12,073	72
22.	Canton (Ohio)	11,680	73
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	11,202	74
147.	Tacoma (Wash.)	11,030	75
250.	Reno (Nev.)	10,962	76
140.	Spokane (Wash.)	10,741	77
105.	Peoria (Ill.)	10,562	78
87.	Madison (Wisc.)	10,463	79
160.	Wheeling-Steubenville (W. Va.-Ohio)	10,373	80
176.	Bakersfield (Cal.)	10,221	81
3.	Albuquerque (N. M.)	10,212	82
246.	Poughkeepsie-Newburgh-Beacon (N. Y.)	10,061	83
76.	Lansing (Mich.)	9,930	84
136.	Shreveport (La.)	9,917	85
25.	Charleston (W. Va.)	9,873	86
153.	Tucson (Ariz.)	9,558	87
13.	Baton Rouge (La.)	9,399	88
15.	Beaumont-Port Arthur (Tex.)	9,362	89
145.	Stockton (Cal.)	9,297	90
58.	Greensboro-High Point (N. C.)	9,217	91
110.	Portland (Me.)	9,128	92
45.	El Paso (Tex.)	9,001	93
27.	Chattanooga (Tenn.)	8,973	94
43.	Duluth-Superior (Minn.-Wisc.)	8,962	95
155.	Utica-Rome (N. Y.)	8,960	96
139.	South Bend (Ind.)	8,945	97
81.	Little Rock-North Little Rock (Ark.)	8,811	98
20.	Brockton (Mass.)	8,796	99
159.	West Palm Beach (Fla.)	8,741	100
51.	Fort Wayne (Ind.)	8,636	101
47.	Evansville (Ind.)	8,544	102
71.	Kalamazoo (Mich.)	8,488	103
152.	Trenton (N. J.)	8,448	104
172.	Ann Arbor (Mich.)	8,131	105
120.	Rockford (Ill.)	8,081	106
104.	Orlando (Fla.)	8,058	107
9.	Atlantic City (N. J.)	8,034	108
34.	Corpus Christi (Tex.)	7,826	109
122.	Saginaw (Mich.)	7,734	110
65.	Huntington-Ashland (W. Va.-Ky.)	7,676	111
163.	Wilkes-Barre-Hazleton (Pa.)	7,404	112
141.	Springfield (Ill.)	7,361	113
46.	Erie (Pa.)	7,153	114
193.	Colorado Springs (Colo.)	7,065	115
16.	Binghamton (N. Y.)	7,041	116
11.	Austin (Tex.)	6,878	117
187.	Brownsville-Harlingen-McAllen (Tex.)	6,875	118
116.	Reading (Pa.)	6,764	119
6.	Amarillo (Tex.)	6,720	120
234.	Muskegon (Mich.)	6,665	121
10.	Augusta (Ga.)	6,643	122
232.	Modesto (Cal.)	6,641	123
24.	Charleston (S. C.)	6,635	124
197.	Daytona Beach (Fla.)	6,589	125
221.	Las Vegas (Nev.)	6,571	126
82.	Lorain-Elyria (Ohio)	6,445	127
115.	Raleigh (N. C.)	6,438	128
156.	Waco (Tex.)	6,418	129
86.	Macon (Ga.)	6,396	130
80.	Lincoln (Nebr.)	6,349	131
165.	Winston-Salem (N. C.)	6,329	132
59.	Greenville (S. C.)	6,304	133
118.	Roanoke (Va.)	6,303	134
68.	Jackson (Miss.)	6,233	135
134.	Scranton (Pa.)	6,203	136
75.	Lancaster (Pa.)	6,167	137
23.	Cedar Rapids (Iowa)	6,166	138
7.	Asheville (N. C.)	6,039	139
179.	Battle Creek (Mich.)	6,035	140
151.	Topeka (Kans.)	5,998	141
133.	Savannah (Ga.)	5,852	142
252.	Salem (Ore.)	5,830	143
132.	Santa Barbara (Cal.)	5,827	144
67.	Jackson (Mich.)	5,819	145
61.	Hampton-Newport News-Warwick (Va.)	5,782	146
55.	Galveston (Tex.)	5,740	147
32.	Columbus (Ga.)	5,695	148
143.	Springfield (Mo.)	5,681	149
60.	Hamilton-Middletown (Ohio)	5,681	149
220.	Lakeland (Fla.)	5,600	151
237.	New London-Norwich (Conn.)	5,575	152
123.	St. Joseph (Mo.)	5,553	153
144.	Springfield (Ohio)	5,538	154
31.	Columbia (S. C.)	5,418	155
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	5,418	155
184.	Boise (Idaho)	5,207	157
78.	Lexington (Ky.)	5,190	158
114.	Racine (Wisc.)	5,186	159
242.	Pensacola (Fla.)	5,173	160
137.	Sioux City (Iowa)	5,162	161
171.	Anderson (Ind.)	5,138	162
85.	Lubbock (Tex.)	5,088	163
241.	Pasco-Kennewick-Richland (Wash.)	5,088	163
257.	Tyler (Tex.)	5,067	165
261.	Yakima (Wash.)	5,049	166
162.	Wichita Falls (Tex.)	5,045	167
94.	Montgomery (Ala.)	5,013	168
169.	Pittsfield (Mass.)	5,008	169
70.	Johnstown (Pa.)	4,991	170
167.	York (Pa.)	4,651	171
190.	Champaign-Urbana (Ill.)	4,509	172
149.	Terre Haute (Ind.)	4,461	173
44.	Durham (N. C.)	4,460	174
254.	Spartanburg (S. C.)	4,447	175
218.	Lafayette (Ind.)	4,433	176
202.	Eugene (Ore.)	4,406	177
14.	Bay City (Mich.)	4,329	178
156.	Waterloo (Iowa)	4,288	178
88.	Manchester (N. H.)	4,290	180
219.	Lake Charles (La.)	4,165	181
195.	Danville (Ill.)	4,099	182
185.	Bremerton (Wash.)	4,065	183
213.	Jamestown (N. Y.)	4,018	184
101.	Ogden (Utah)	3,967	185
244.	Port Huron (Mich.)	3,918	186
192.	Clarksburg (W. Va.)	3,850	187
95.	Muncie (Ind.)	3,781	188
260.	Wilmington (N. C.)	3,698	189
225.	Lynchburg (Va.)	3,645	190
227.	Mansfield (Ohio)	3,623	191
138.	Sioux Falls (S. D.)	3,596	192
230.	Middletown (Conn.)	3,485	193
180.	Beloit-Janesville (Wisc.)	3,464	194
113.	Pueblo (Colo.)	3,433	195
38.	Decatur (Ill.)	3,405	196
57.	Green Bay (Wisc.)	3,404	197
262.	Zanesville (Ohio)	3,395	198
79.	Lima (Ohio)	3,390	199
247.	Provo (Utah)	3,378	200
214.	Joplin (Mo.)	3,374	201
255.	Temple (Tex.)	3,374	201
5.	Altoona (Pa.)	3,345	203
209.	Gastonia (N. C.)	3,301	204
181.	Billings (Mont.)	3,260	205
169.	Abilene (Tex.)	3,218	206
183.	Bloomington (Ill.)	3,188	207
231.	Midland (Tex.)	3,186	208
182.	Biloxi-Gulfport (Miss.)	3,176	209
251.	Richmond (Ind.)	3,167	210
258.	Watertown (N. Y.)	3,164	211
203.	Everett (Wash.)	3,147	212
243.	Petersburg-Hopewell (Va.)	3,143	213
42.	Dubuque (Iowa)	3,090	214
73.	Kenosha (Wisc.)	3,040	215
177.	Bangor (Me.)	2,990	216
236.	New Castle (Pa.)	2,961	217
256.	Texarkana (Tex.-Ark.)	2,959	218
200.	Elmira (N. Y.)	2,954	219
233.	Monroe-West Monroe (La.)	2,937	220
199.	Elkhart (Ind.)	2,925	221
240.	Paducah (Ky.)	2,886	222
239.	Oshkosh (Wisc.)	2,876	223
201.	Enid (Okla.)	2,870	224
205.	Fayetteville (N. C.)	2,856	225
50.	Fort Smith (Ark.)	2,842	226
211.	Hagerstown (Md.)	2,821	227
238.	Odessa (Tex.)	2,789	228
210.	Great Falls (Mont.)	2,749	229
174.	Appleton (Wisc.)	2,743	230
198.	Eau Claire (Wisc.)	2,722	231
222.	Lawton (Okla.)	2,707	232
204.	Fargo (N. D.)	2,673	233
126.	San Angelo (Tex.)	2,658	234
249.	Rapid City (S. D.)	2,649	235
248.	Quincy (Ill.)	2,632	236
194.	Cumberland (Md.)	2,607	237
170.	Alexandria (La.)	2,598	238
54.	Gadsden (Ala.)	2,594	239
235.	Newark (Ohio)	2,586	240
259.	Williamsport (Pa.)	2,539	241
208.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	2,479	242
228.	Marion (Ind.)	2,465	243
208.	Galesburg (Ill.)	2,436	244
191.	Cheyenne (Wyo.)	2,329	245
215.	Kankakee (Ill.)	2,324	246
245.	Portsmouth (Ohio)	2,296	247
196.	Danville (Va.)	2,295	248
253.	Sheboygan (Wisc.)	2,254	249
212.	Hutchinson (Kans.)	2,196	250
216.	Kokomo (Ind.)	2,060	251
189.	Butte-Anaconda (Mont.)	2,045	252
224.	Lewiston-Auburn (Me.)	2,028	253
229.	Mason City (Iowa)	2,018	254
217.	La Crosse (Wisc.)	1,801	255
223.	Lebanon (Pa.)	1,780	256
188.	Burlington (Vt.)	1,747	257
175.	Auburn (N. Y.)	1,661	258
173.	Anniston (Ala.)	1,622	259
77.	Laredo (Tex.)	1,562	260
179.	Bellingham (Wash.)	1,533	261
226.	Manitowoc-Two Rivers (Wisc.)	1,210	262

Total Above Metropolitan Areas.. 4,618,022

15th Market in The South
83rd in the Nation

DRUG SALES,
come easier in the growing
GREENSBORO
Metropolitan Market

LEADS 24 LARGER and 147 other METROPOLITAN MARKETS

Over 100,000 Circulation Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Drug Sales (000)	Drug Sales Rank	1956 Over 1954* Gain (000)	195 Over Gai (000
113	58.0	GREENSBORO, N. C.	$9,217	91	$3,206	$4,7
82	80.2	Chattanooga, Tenn.	8,973	94	1,429	2,3
80	82.1	Duluth-Superior, Minn.-Wis.	8,962	95	981	2,5
73	88.5	Utica-Rome, N. Y.	8,960	96	1,123	3,1
90	72.9	South Bend, Ind.	8,945	97	974	2,6
91	72.8	Little Rock-N. Little Rock, Ark.	8,811	98	1,463	2,8
89	73.0	Huntington-Ashland, W. Va.-Ky.	7,676	111	1,267	2,0
58	105.2	Wilkes-Barre, Pa.	7,404	112	783	1,2
74	88.2	Browns.-Hrlng.-McAln., Tex.	6,875	118	934	4,1
85	77.3	Reading, Pa.	6,724	119	1,000	1,8

. . . and 15 Other Larger Metropolitan Markets including El Paso and Corpus Christi, Tex., Erie, Pa., Trenton, Brockton, Mass., and Binghamton, N. Y.

. . . 2nd in the CAROLINAS' METROPOLITAN Markets

Over 400,000 Readers Daily

Families Rank	Families 1/1/57 (000)	Metropolitan Market	1956 Drug Sales (000)	Drug Sales Rank	1956 Over 1954* Gain (000)	195 Over Gai (000
106	63.3	Charlotte, N. C.	$13,628	64	—$1,267	$7,5
113	58.0	GREENSBORO, N. C.	9,217	91	3,206	4,7
119	53.0	Charleston, S. C.	6,635	124	1,060	2,7
159	39.3	Raleigh, N. C.	6,438	128	2,453	2,9
130	48.0	Winston-Salem, N. C.	6,329	132	2,202	3,3
117	54.5	Greenville, S. C.	6,304	133	1,067	2,0
172	35.9	Asheville, N. C.	6,039	139	2,683	2,5
144	44.1	Columbia, S. C.	5,418	156	821	1,3
199	29.5	Durham, N. C.	4,450	174	1,677	1,7
150	41.9	Spartanburg, S. C.	4,447	175	517	1,7
248	20.8	Wilmington, N. C.	3,698	189	606	1,7
181	31.8	Gastonia, N. C.	3,301	204	804	1,1
207	27.6	Fayetteville, N. C.	2,856	225	653	1,2

* U. S. Bureau of Census figures 1954 and 1948. All Other figures Sales Management Survey of Buying Power

. . . . $23,099,000 DRUG SALES IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.
New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1956, for EATING AND DRINKING PLACES SALES in Descending Order

Code Number	AREA and STATE	EATING AND DRINKING PLACES SALES SM Estimates (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	1,896,510	1
28.	Chicago (Ill.)	794,397	2
83.	Los Angeles-Long Beach (Cal.)	649,266	3
106.	Philadelphia (Pa.)	428,994	4
41.	Detroit (Mich.)	367,639	5
130.	San Francisco-Oakland (Cal.)	353,726	6
18.	Boston (Mass.)	304,514	7
30.	Cleveland (Ohio)	196,326	8
108.	Pittsburgh (Pa.)	193,144	9
124.	St. Louis (Mo.)	189,494	10
12.	Baltimore (Md.)	187,472	11
157.	Washington (D. C.)	179,798	12
90.	Miami (Fla.)	150,258	13
21.	Buffalo (N. Y.)	141,476	14
91.	Milwaukee (Wisc.)	133,467	15
29.	Cincinnati (Ohio)	126,169	16
92.	Minneapolis-St. Paul (Minn.)	123,745	17
135.	Seattle (Wash.)	89,767	18
98.	New Orleans (La.)	87,033	19
72.	Kansas City (Mo.)	85,911	20
64.	Houston (Tex.)	84,394	21
129.	San Diego (Cal.)	77,933	22
35.	Dallas (Tex.)	73,174	23
111.	Portland (Ore.)	73,167	24
39.	Denver (Colo.)	72,645	25
66.	Indianapolis (Ind.)	71,499	26
33.	Columbus (Ohio)	70,384	27
84.	Louisville (Ky.)	67,591	28
97.	New Haven-Waterbury (Conn.)	65,710	29
63.	Hartford-New Britain (Conn.)	64,525	30
146.	Tampa-St. Petersburg (Fla.)	64,209	31
8.	Atlanta (Ga.)	61,894	32
128.	San Bernardino-Riverside-Ontario (Cal.)	61,580	33
19.	Bridgeport-Stamford-Norwalk (Conn.)	59,131	34
37.	Dayton (Ohio)	58,804	35
112.	Providence-Pawtucket (R. I.)	58,204	36
2.	Albany-Schenectady-Troy (N. Y.)	54,295	37
150.	Toledo (Ohio)	53,880	38
1.	Akron (Ohio)	52,094	39
168.	Youngstown (Ohio)	50,832	40
103.	Omaha (Nebr.)	50,529	41
119.	Rochester (N. Y.)	49,665	42
121.	Sacramento (Cal.)	45,734	43
166.	Worcester (Mass.)	45,200	44
107.	Phoenix (Ariz.)	43,809	45
146.	Syracuse (N. Y.)	43,726	46
127.	San Antonio (Tex.)	42,837	47
131.	San Jose (Cal.)	42,729	48
9.	Atlantic City (N. J.)	42,480	49
100.	Norfolk-Portsmouth (Va.)	41,786	50
142.	Springfield-Holyoke (Mass.)	40,386	51
4.	Allentown-Bethlehem-Easton (Pa.)	36,882	52
207.	Fort Lauderdale (Fla.)	36,751	53
52.	Fort Worth (Tex.)	35,424	54
102.	Oklahoma City (Okla.)	35,113	55
89.	Memphis (Tenn.)	32,681	56
69.	Jacksonville (Fla.)	32,532	57
246.	Poughkeepsie-Newburgh-Beacon (N. Y.)	32,407	58
17.	Birmingham (Ala.)	31,909	59
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	30,811	60
53.	Fresno (Cal.)	30,735	61
62.	Harrisburg (Pa.)	30,694	62
152.	Trenton (N. J.)	30,210	63
22.	Canton (Ohio)	30,200	64
160.	Wheeling-Steubenville (W. Va.-Ohio)	29,959	65
48.	Fall River-New Bedford (Mass.)	29,867	66
105.	Peoria (Ill.)	28,577	67
49.	Flint (Mich.)	27,901	68
164.	Wilmington (Del.)	27,080	69
176.	Bakersfield (Cal.)	26,731	70
125.	Salt Lake City (Utah)	26,578	71
155.	Utica-Rome (N. Y.)	26,240	72
117.	Richmond (Va.)	25,969	73
56.	Grand Rapids (Mich.)	24,755	74
154.	Tulsa (Okla.)	24,646	75
96.	Nashville (Tenn.)	24,530	76
43.	Duluth-Superior (Minn.-Wisc.)	24,061	77
145.	Stockton (Cal.)	24,013	78
163.	Wilkes-Barre-Hazleton (Pa.)	23,398	79
147.	Tacoma (Wash.)	23,211	80
120.	Rockford (Ill.)	23,158	81
40.	Des Moines (Iowa)	22,616	82
116.	Reading (Pa.)	22,571	83
161.	Wichita (Kans.)	22,553	84
159.	West Palm Beach (Fla.)	22,442	85
87.	Madison (Wisc.)	22,073	86
51.	Fort Wayne (Ind.)	21,430	87
26.	Charlotte (N. C.)	21,428	88
140.	Spokane (Wash.)	20,968	89
3.	Albuquerque (N. M.)	20,708	90
74.	Knoxville (Tenn.)	20,551	91
139.	South Bend (Ind.)	20,394	92
16.	Binghamton (N. Y.)	19,638	93
153.	Tucson (Ariz.)	19,231	94
20.	Brockton (Mass.)	19,128	95
141.	Springfield (Ill.)	18,651	96
47.	Evansville (Ind.)	18,647	97
134.	Scranton (Pa.)	18,329	98
46.	Erie (Pa.)	18,098	99
45.	El Paso (Tex.)	18,033	100
25.	Charleston (W. Va.)	17,941	101
250.	Reno (Nev.)	17,610	102
136.	Shreveport (La.)	17,243	103
81.	Little Rock-North Little Rock (Ark.)	17,236	104
60.	Hamilton-Middletown (Ohio)	17,184	105
34.	Corpus Christi (Tex.)	17,118	106
27.	Chattanooga (Tenn.)	17,084	107
82.	Lorrain-Elyria (Ohio)	16,985	108
76.	Lansing (Mich.)	16,983	109
104.	Orlando (Fla.)	16,668	110
75.	Lancaster (Pa.)	16,622	111
221.	Las Vegas (Nev.)	16,027	112
93.	Mobile (Ala.)	15,555	113
197.	Daytona Beach (Fla.)	15,521	114
15.	Beaumont-Port Arthur (Tex.)	15,172	115
70.	Johnstown (Pa.)	14,991	116
11.	Austin (Tex.)	14,791	117
55.	Galveston (Tex.)	14,685	118
167.	York (Pa.)	14,649	119
65.	Huntington-Ashland (W. Va.-Ky.)	14,507	120
13.	Baton Rouge (La.)	14,054	121
172.	Ann Arbor (Mich.)	13,912	122
122.	Saginaw (Mich.)	13,493	123
10.	Augusta (Ga.)	13,263	124
213.	Jamestown (N. Y.)	13,173	125
237.	New London-Norwich (Conn.)	13,110	126
187.	Brownsville-Harlingen-McAllen (Tex.)	13,099	127
193.	Colorado Springs (Colo.)	13,032	128
38.	Decatur (Ill.)	12,959	129
58.	Greensboro-High Point (N. C.)	12,809	130
189.	Butte-Anaconda (Mont.)	12,582	131
57.	Green Bay (Wisc.)	12,522	132
132.	Santa Barbara (Cal.)	12,413	133
133.	Savannah (Ga.)	12,121	134
71.	Kalamazoo (Mich.)	11,894	135
242.	Pensacola (Fla.)	11,802	136
110.	Portland (Me.)	11,782	137
227.	Mansfield (Ohio)	11,669	138
114.	Racine (Wisc.)	11,591	139
232.	Modesto (Cal.)	11,577	140
67.	Jackson (Mich.)	11,342	141
32.	Columbus (Ga.)	11,084	142
239.	Oshkosh (Wisc.)	11,022	143
109.	Pittsfield (Mass.)	10,985	144
61.	Hampton-Newport News-Warwick (Va.)	10,944	145
182.	Biloxi-Gulfport (Miss.)	10,849	146
137.	Sioux City (Iowa)	10,790	147
115.	Raleigh (N. C.)	10,734	148
180.	Beliot-Janesville (Wisc.)	10,724	149
23.	Cedar Rapids (Iowa)	10,718	150
156.	Waco (Tex.)	10,492	151
144.	Springfield (Ohio)	10,444	152
80.	Lincoln (Nebr.)	10,410	153
178.	Battle Creek (Mich.)	10,389	154
6.	Amarillo (Tex.)	10,357	155
88.	Manchester (N. H.)	10,034	156
31.	Columbia (S. C.)	9,957	157
202.	Eugene (Ore.)	9,949	158
234.	Muskegon (Mich.)	9,917	159
261.	Yakima (Wash.)	9,917	159
94.	Montgomery (Ala.)	9,833	161
118.	Roanoke (Va.)	9,735	162
190.	Champaign-Urbana (Ill.)	9,678	163
86.	Macon (Ga.)	9,547	164
165.	Winston-Salem (N. C.)	9,523	165
24.	Charleston (S. C.)	9,453	166
68.	Jackson (Miss.)	9,301	167
219.	Lake Charles (La.)	9,239	168
73.	Kenosha (Wisc.)	9,190	169
198.	Eau Claire (Wisc.)	9,148	170
217.	La Crosse (Wisc.)	9,081	171
79.	Lima (Ohio)	8,629	172
220.	Lakeland (Fla.)	8,605	173
123.	St. Joseph (Mo.)	8,584	174
149.	Terre Haute (Ind.)	8,572	175
158.	Waterloo (Iowa)	8,532	176
184.	Boise (Idaho)	8,505	177
252.	Salem (Ore.)	8,505	177
95.	Muncie (Ind.)	8,459	179
210.	Great Falls (Mont.)	8,417	180
260.	Wilmington (N. C.)	8,417	180
171.	Anderson (Ind.)	8,315	182
203.	Everett (Wash.)	8,297	183
151.	Topeka (Kans.)	8,286	184
253.	Sheboygan (Wisc.)	8,271	185
200.	Elmira (N. Y.)	8,263	186
113.	Pueblo (Colo.)	8,231	187
14.	Bay City (Mich.)	8,122	188
215.	Kankakee (Ill.)	8,029	189
181.	Billings (Mont.)	7,978	190
218.	Lafayette (Ind.)	7,977	191
195.	Danville (Ill.)	7,962	192
211.	Hagerstown (Md.)	7,942	193
258.	Watertown (N. Y.)	7,906	194
143.	Springfield (Mo.)	7,881	195
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	7,836	196
78.	Lexington (Ky.)	7,770	197
59.	Greenville (S. C.)	7,769	198
244.	Port Huron (Mich.)	7,679	199
5.	Altoona (Pa.)	7,624	200
226.	Manitowoc-Two Rivers (Wisc.)	7,395	201
182.	Wichita Falls (Tex.)	7,319	202
245.	Portsmouth (Ohio)	6,996	203
174.	Appleton (Wisc.)	6,969	204
262.	Zanesville (Ohio)	6,960	205
205.	Fayetteville (N. C.)	6,907	206
214.	Joplin (Mo.)	6,862	207
85.	Lubbock (Tex.)	6,845	208
42.	Dubuque (Iowa)	6,842	209
199.	Elkhart (Ind.)	6,717	210
248.	Quincy (Ill.)	6,696	211
259.	Williamsport (Pa.)	6,678	212
204.	Fargo (N. D.)	6,670	213
7.	Asheville (N. C.)	6,592	214
138.	Sioux Falls (S. D.)	6,572	215
235.	Newark (Ohio)	6,507	216
183.	Bloomington (Ill.)	6,455	217
44.	Durham (N. C.)	6,364	218
191.	Cheyenne (Wyo.)	6,281	219
241.	Pasco-Kennewick-Richland (Wash.)	6,122	220
230.	Middletown (Conn.)	6,109	221
249.	Rapid City (S. D.)	6,046	222
233.	Monroe-West Monroe (La.)	6,011	223
50.	Fort Smith (Ark.)	5,980	224
101.	Ogden (Utah)	5,867	225
236.	New Castle (Pa.)	5,805	226
251.	Richmond (Ind.)	5,736	227
177.	Bangor (Me.)	5,598	228
188.	Bremerton (Wash.)	5,500	229
208.	Galesburg (Ill.)	5,463	230
240.	Paducah (Ky.)	5,354	231
243.	Petersburg-Hopewell (Va.)	5,282	232
255.	Temple (Tex.)	5,268	233
175.	Auburn (N. Y.)	5,144	234
194.	Cumberland (Md.)	5,130	235
126.	San Angelo (Tex.)	5,067	236
223.	Lebanon (Pa.)	5,028	237
170.	Alexandria (La.)	5,018	238
224.	Lewiston-Auburn (Me.)	4,947	239
228.	Marion (Ind.)	4,934	240
196.	Danville (Va.)	4,321	241
225.	Lynchburg (Va.)	4,853	242
169.	Abilene (Tex.)	4,843	243
256.	Texarkana (Tex.-Ark.)	4,684	244
238.	Odessa (Tex.)	4,674	245
222.	Lawton (Okla.)	4,648	246
231.	Midland (Tex.)	4,612	247
173.	Anniston (Ala.)	4,481	248
254.	Spartanburg (S. C.)	4,415	249
229.	Mason City (Iowa)	4,410	250
216.	Kokomo (Ind.)	4,343	251
188.	Burlington (Vt.)	4,162	252
192.	Clarksburg (W. Va.)	4,069	253
179.	Bellingham (Wash.)	3,893	254
247.	Provo (Utah)	3,780	255
212.	Hutchinson (Kans.)	3,687	256
201.	Enid (Okla.)	3,433	257
209.	Gastonia (N. C.)	3,357	258
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	3,136	259
257.	Tyler (Tex.)	3,041	260
54.	Gadsden (Ala.)	2,932	261
77.	Laredo (Tex.)	2,226	262

Total Above Metropolitan Areas 11,170,056

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Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1956, for LUMBER, BLDG. MTRLS., HARDWARE SALES in Descending Order

Code Number	AREA and STATE	LUMBER, BUILDING MATERIALS, HARDWARE DEALER SALES SM Estimates (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	728,254	1
83.	Los Angeles-Long Beach (Cal.)	445,355	2
28.	Chicago (Ill.)	408,708	3
41.	Detroit (Mich.)	263,066	4
106.	Philadelphia (Pa.)	224,817	5
18.	Boston (Mass.)	176,435	6
130.	San Francisco-Oakland (Cal.)	148,033	7
108.	Pittsburgh (Pa.)	134,310	8
124.	St. Louis (Mo.)	132,174	9
30.	Cleveland (Ohio)	124,130	10
92.	Minneapolis-St. Paul (Minn.)	108,560	11
157.	Washington (D. C.)	104,220	12
21.	Buffalo (N. Y.)	98,536	13
72.	Kansas City (Mo.)	97,926	14
90.	Miami (Fla.)	97,769	15
64.	Houston (Tex.)	91,179	16
12.	Baltimore (Md.)	78,896	17
91.	Milwaukee (Wisc.)	78,535	18
29.	Cincinnati (Ohio)	72,021	19
35.	Dallas (Tex.)	72,009	20
19.	Bridgeport-Stamford-Norwalk (Conn.)	69,767	21
8.	Atlanta (Ga.)	67,413	22
128.	San Bernardino-Riverside-Ontario (Cal.)	61,624	23
39.	Denver (Colo.)	60,417	24
148.	Tampa-St. Petersburg (Fla.)	58,606	25
111.	Portland (Ore.)	57,849	26
129.	San Diego (Cal.)	56,509	27
135.	Seattle (Wash.)	56,054	28
168.	Youngstown (Ohio)	55,612	29
33.	Columbus (Ohio)	54,850	30
107.	Phoenix (Ariz.)	52,291	31
1.	Akron (Ohio)	49,130	32
66.	Indianapolis (Ind.)	48,868	33
97.	New Haven-Waterbury (Conn.)	47,338	34
84.	Louisville (Ky.)	46,836	35
131.	San Jose (Cal.)	45,246	36
63.	Hartford-New Britain (Conn.)	44,873	37
142.	Springfield-Holyoke (Mass.)	44,820	38
98.	New Orleans (La.)	43,137	39
121.	Sacramento (Cal.)	43,039	40
112.	Providence-Pawtucket (R. I.)	42,525	41
103.	Omaha (Nebr.)	42,276	42
37.	Dayton (Ohio)	40,758	43
186.	Worcester (Mass.)	40,311	44
53.	Fresno (Cal.)	38,996	45
119.	Rochester (N. Y.)	38,594	46
49.	Flint (Mich.)	38,222	47
52.	Fort Worth (Tex.)	38,169	48
161.	Wichita (Kans.)	35,504	49
56.	Grand Rapids (Mich.)	35,484	50
102.	Oklahoma City (Okla.)	34,996	51
154.	Tulsa (Okla.)	34,997	52
4.	Allentown-Bethlehem-Easton (Pa.)	34,151	53
127.	San Antonio (Tex.)	33,161	54
89.	Memphis (Tenn.)	33,012	55
2.	Albany-Schenectady-Troy (N. Y.)	32,041	56
176.	Bakersfield (Cal.)	31,492	57
160.	Wheeling-Steubenville (W. Va.-Ohio)	30,965	58
150.	Toledo (Ohio)	30,893	59
22.	Canton (Ohio)	29,385	60
87.	Madison (Wisc.)	28,654	61
146.	Syracuse (N. Y.)	28,059	62
145.	Stockton (Cal.)	27,735	63
246.	Poughkeepsie-Newburgh-Beacon (N. Y.)	26,005	64
125.	Salt Lake City (Utah)	25,954	65
120.	Rockford (Ill.)	25,560	66
105.	Peoria (Ill.)	25,511	67
98.	Nashville (Tenn.)	25,374	68
69.	Jacksonville (Fla.)	25,321	69
60.	Hamilton-Middletown (Ohio)	25,213	70
34.	Corpus Christi (Tex.)	24,759	71
155.	Utica-Rome (N. Y.)	24,275	72
232.	Modesto (Cal.)	23,918	73
153.	Tucson (Ariz.)	23,484	74
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	23,452	75
85.	Lubbock (Tex.)	23,410	76
62.	Harrisburg (Pa.)	23,196	77
76.	Lansing (Mich.)	23,175	78
164.	Wilmington (Del.)	23,164	79
17.	Birmingham (Ala.)	22,736	80
40.	Des Moines (Iowa)	22,428	81
74.	Knoxville (Tenn.)	22,413	82
187.	Brownsville-Harlingen-McAllen (Tex.)	22,221	83
207.	Fort Lauderdale (Fla.)	21,310	84
75.	Lancaster (Pa.)	21,260	85
100.	Norfolk-Portsmouth (Va.)	21,084	86
48.	Fall River-New Bedford (Mass.)	20,963	87
152.	Trenton (N. J.)	20,918	88
104.	Orlando (Fla.)	20,712	89
46.	Erie (Pa.)	20,454	90
193.	Colorado Springs (Colo.)	20,230	91
136.	Shreveport (La.)	19,977	92
27.	Chattanooga (Tenn.)	19,956	93
166.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	19,837	94
139.	South Bend (Ind.)	19,668	95
15.	Beaumont-Port Arthur (Tex.)	19,368	96
140.	Spokane (Wash.)	19,245	97
13.	Baton Rouge (La.)	19,234	98
26.	Charlotte (N. C.)	19,167	99
167.	York (Pa.)	19,161	100
117.	Richmond (Va.)	19,038	101
261.	Yakima (Wash.)	19,007	102
71.	Kalamazoo (Mich.)	18,821	103
116.	Reading (Pa.)	18,624	104
82.	Lorain-Elyria (Ohio)	18,424	105
147.	Tacoma (Wash.)	18,182	106
204.	Fargo (N. D.)	17,928	107
122.	Saginaw (Mich.)	17,748	108
58.	Greensboro-High Point (N. C.)	17,731	109
141.	Springfield (Ill.)	17,638	110
3.	Albuquerque (N. M.)	17,519	111
45.	El Paso (Tex.)	17,325	112
23.	Cedar Rapids (Iowa)	17,311	113
20.	Brockton (Mass.)	16,871	114
11.	Austin (Tex.)	16,839	115
132.	Santa Barbara (Cal.)	16,830	116
65.	Huntington-Ashland (W. Va.-Ky.)	16,828	117
43.	Duluth-Superior (Minn.-Wisc.)	16,541	118
25.	Charleston (W. Va.)	16,338	119
51.	Fort Wayne (Ind.)	16,187	120
163.	Wilkes-Barre-Hazleton (Pa.)	15,794	121
70.	Johnstown (Pa.)	15,699	122
137.	Sioux City (Iowa)	15,227	123
189.	West Palm Beach (Fla.)	15,198	124
114.	Racine (Wisc.)	15,121	125
24.	Charleston (S. C.)	14,754	126
80.	Lincoln (Nebr.)	14,712	127
184.	Boise (Idaho)	14,507	128
158.	Waterloo (Iowa)	14,481	129
81.	Little Rock-North Little Rock (Ark.)	14,462	130
47.	Evansville (Ind.)	14,318	131
252.	Salem (Ore.)	14,192	132
93.	Mobile (Ala.)	14,083	133
190.	Champaign-Urbana (Ill.)	14,012	134
180.	Beloit-Janesville (Wisc.)	13,928	135
237.	New London-Norwich (Conn.)	13,814	136
59.	Greenville (S. C.)	13,748	137
6.	Amarillo (Tex.)	13,707	138
219.	Lake Charles (La.)	13,693	139
172.	Ann Arbor (Mich.)	13,554	140
202.	Eugene (Ore.)	13,407	141
220.	Lakeland (Fla.)	13,405	142
234.	Muskegon (Mich.)	13,383	143
203.	Everett (Wash.)	13,012	144
199.	Elkhart (Ind.)	12,988	145
16.	Binghamton (N. Y.)	12,960	146
151.	Topeka (Kans.)	12,613	147
138.	Sioux Falls (S. D.)	12,476	148
244.	Port Huron (Mich.)	12,301	149
156.	Waco (Tex.)	12,279	150
86.	Macon (Ga.)	12,264	151
213.	Jamestown (N. Y.)	12,236	152
144.	Springfield (Ohio)	12,198	153
101.	Ogden (Utah)	12,137	154
67.	Jackson (Mich.)	11,995	155
115.	Raleigh (N. C.)	11,516	156
79.	Lima (Ohio)	11,250	157
165.	Winston-Salem (N. C.)	11,154	158
143.	Springfield (Mo.)	11,129	159
215.	Kankakee (Ill.)	11,092	160
171.	Anderson (Ind.)	11,004	161
174.	Appleton (Wisc.)	10,907	162
195.	Danville (Ill.)	10,845	163
78.	Lexington (Ky.)	10,776	164
178.	Battle Creek (Mich.)	10,602	165
57.	Green Bay (Wisc.)	10,440	166
88.	Manchester (N. H.)	10,357	167
183.	Bloomington (Ill.)	10,311	168
200.	Elmira (N. Y.)	10,272	169
181.	Billings (Mont.)	10,205	170
9.	Atlantic City (N. J.)	10,256	171
23.	Sheboygan (Wisc.)	10,226	172
235.	Newark (Ohio)	10,214	173
55.	Galveston (Tex.)	10,181	174
68.	Jackson (Miss.)	10,168	175
95.	Muncie (Ind.)	10,033	176
249.	Rapid City (S. D.)	9,976	177
198.	Eau Claire (Wisc.)	9,864	178
227.	Mansfield (Ohio)	9,725	179
239.	Oshkosh (Wisc.)	9,592	180
38.	Decatur (Ill.)	9,512	181
197.	Daytona Beach (Fla.)	9,505	182
14.	Bay City (Mich.)	9,483	183
31.	Columbia (S. C.)	9,326	184
109.	Pittsfield (Mass.)	9,321	185
7.	Asheville (N. C.)	9,295	186
221.	Las Vegas (Nev.)	9,221	187
214.	Joplin (Mo.)	9,130	188
44.	Durham (N. C.)	9,121	189
110.	Portland (Me.)	9,080	190
134.	Scranton (Pa.)	9,072	191
10.	Augusta (Ga.)	9,041	192
211.	Hagerstown (Md.)	8,910	193
201.	Enid (Okla.)	8,831	194
73.	Kenosha (Wisc.)	8,748	195
233.	Monroe-West Monroe (La.)	8,714	196
94.	Montgomery (Ala.)	8,691	197
42.	Dubuque (Iowa)	8,319	198
251.	Richmond (Ind.)	8,289	199
210.	Great Falls (Mont.)	8,287	200
230.	Middletown (Conn.)	8,237	201
241.	Pasco-Kennewick-Richland (Wash.)	8,182	202
225.	Lynchburg (Va.)	8,004	203
61.	Hampton-Newport News-Warwick (Va.)	7,963	204
50.	Fort Smith (Ark.)	7,954	205
258.	Watertown (N. Y.)	7,950	206
254.	Spartanburg (S. C.)	7,941	207
242.	Pensacola (Fla.)	7,894	208
113.	Pueblo (Colo.)	7,816	209
257.	Tyler (Tex.)	7,734	210
229.	Mason City (Iowa)	7,658	211
118.	Roanoke (Va.)	7,613	212
228.	Marion (Ind.)	7,596	213
212.	Hutchinson (Kans.)	7,544	214
194.	Cumberland (Md.)	7,508	215
175.	Auburn (N. Y.)	7,496	216
133.	Savannah (Ga.)	7,447	217
236.	New Castle (Pa.)	7,392	218
226.	Manitowoc-Two Rivers (Wisc.)	7,236	219
238.	Odessa (Tex.)	7,215	220
222.	Lawton (Okla.)	7,193	221
5.	Altoona (Pa.)	7,149	222
216.	Kokomo (Ind.)	7,074	223
217.	La Crosse (Wisc.)	7,059	224
248.	Quincy (Ill.)	7,045	225
196.	Danville (Va.)	7,023	226
169.	Abilene (Tex.)	6,882	227
218.	Lafayette (Ind.)	6,822	228
149.	Terre Haute (Ind.)	6,760	229
162.	Wichita Falls (Tex.)	6,729	230
262.	Zanesville (Ohio)	6,635	231
250.	Reno (Nev.)	6,572	232
123.	St. Joseph (Mo.)	6,516	233
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	6,453	234
126.	San Angelo (Tex.)	6,414	235
208.	Galesburg (Ill.)	6,321	236
231.	Midland (Tex.)	6,306	237
255.	Temple (Tex.)	6,010	238
243.	Petersburg-Hopewell (Va.)	5,959	239
54.	Gadsden (Ala.)	5,946	240
192.	Clarksburg (W. Va.)	5,886	241
185.	Bremerton (Wash.)	5,846	242
170.	Alexandria (La.)	5,760	243
259.	Williamsport (Pa.)	5,740	244
247.	Provo (Utah)	5,640	245
209.	Gastonia (N. C.)	5,562	246
179.	Bellingham (Wash.)	5,365	247
32.	Columbus (Ga.)	5,358	248
205.	Fayetteville (N. C.)	5,303	249
182.	Biloxi-Gulfport (Miss.)	5,275	250
177.	Bangor (Me.)	5,221	251
223.	Lebanon (Pa.)	5,167	252
260.	Wilmington (N. C.)	5,111	253
191.	Cheyenne (Wyo.)	5,024	254
256.	Texarkana (Tex.-Ark.)	4,470	255
245.	Portsmouth (Ohio)	4,262	256
224.	Lewiston-Auburn (Me.)	4,138	257
188.	Burlington (Vt.)	4,095	258
173.	Anniston (Ala.)	3,317	259
189.	Butte-Anaconda (Mont.)	3,162	260
77.	Laredo (Tex.)	3,092	261
240.	Paducah (Ky.)	2,797	262

Total Above Metropolitan Areas.. 8,038,511

TAKE A CLOSER LOOK

AT THESE IMPORTANT MAJOR MARKETS

They did 16% of the nation's food store sales in 1956

Super markets & superettes....$4,277,717,550
Grocery stores.....$5,531,313,000
Food stores $6,962,852,000



*Sales Management's 1957 Survey of Buying Power

Each of these major markets has its own sales problems for the super market item. Even in the same chain, co-op or voluntary group, trade practices in one major market vary from those in another. Yet, these major markets never differ from each other so much as they do from markets in other parts of the nation.

That's why they require *local* people who know the trade. That's why it takes the trained staffs of two local trade newspapers to deliver material of interest to people who make the decisions IN — not for — these markets.

- store and department managers in every super market and superette —many of which are "off limits" to salesmen
- supervisors and merchandisers—who can't be sold in any other way
- executives and buyers—many of whom serve on buyiag committees
- and *independent* independents with self service operations — who are often overlooked.

The *right people* in any one, any combination, or all of these major markets —in fact, within a 50-mile radius of New York's Columbus Circle and within the six New England states—can best be *presold* on your super market item with a continuing schedule of advertising in

GROCER-GRAPHIC

NEWSPAPER OF THE NEW YORK MARKETS
AND

YANKEE GROCER

NEWSPAPER OF NEW ENGLAND'S MAJOR MARKETS

BILL BROTHERS PUBLICATIONS

COVERING ALL SUPERMARKETS, SUPERETTES AND THEIR SUPPLY DEPOTS IN THESE IMPORTANT MAJOR MARKETS

New York Office
386 Fourth Ave.
LExington 2-1760

Boston Office
376 Boylston St.
COpley 7-3486

Chicago Office
333 No. Michigan
STate 2-1266

San Francisco Office
Monadnock Building
SUtter 1-1060

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1956, for TOTAL NET EFFECTIVE BUYING INCOME in Descending Order

Code Number	AREA and STATE	NET E. B. I. SM Estimates (add 000)	Rank in Group
99.	New York-N. E. New Jersey (N. Y.-N. J.)	30,755,032	1
28.	Chicago (Ill.)	14,250,993	2
83.	Los Angeles-Long Beach (Cal.)	12,345,956	3
106.	Philadelphia (Pa.)	8,359,349	4
41.	Detroit (Mich.)	7,598,374	5
130.	San Francisco-Oakland (Cal.)	6,193,222	6
18.	Boston (Mass.)	5,813,848	7
157.	Washington (D. C.)	4,343,399	8
109.	Pittsburgh (Pa.)	4,299,759	9
30.	Cleveland (Ohio)	3,848,216	10
124.	St. Louis (Mo.)	3,673,285	11
12.	Baltimore (Md.)	2,560,610	12
92.	Minneapolis-St. Paul (Minn.)	2,510,126	13
91.	Milwaukee (Wisc.)	2,245,671	14
64.	Houston (Tex.)	2,138,153	15
21.	Buffalo (N. Y.)	2,128,367	16
29.	Cincinnati (Ohio)	1,989,047	17
72.	Kansas City (Mo.)	1,956,436	18
129.	San Diego (Cal.)	1,748,312	19
135.	Seattle (Wash.)	1,709,129	20
35.	Dallas (Tex.)	1,639,673	21
8.	Atlanta (Ga.)	1,574,793	22
90.	Miami (Fla.)	1,508,311	23
19.	Bridgeport-Stamford-Norwalk (Conn.)	1,488,720	24
63.	Hartford-New Britain (Conn.)	1,454,683	25
111.	Portland (Ore.)	1,400,04[illegible]	26
66.	Indianapolis (Ind.)	1,389,099	27
39.	Denver (Col.)	1,388,157	28
33.	Columbus (Ohio)	1,347,851	29
97.	New Haven-Waterbury (Conn.)	1,312,830	30
98.	New Orleans (La.)	1,307,115	31
112.	Providence-Pawtucket (R. I.)	1,282,111	32
84.	Louisville (Ky.)	1,180,767	33
37.	Dayton (Ohio)	1,137,800	34
128.	San Bernardino-Riverside-Ontario (Cal.)	1,064,009	35
168.	Youngstown (Ohio)	1,075,464	36
150.	Toledo (Ohio)	1,065,190	37
119.	Rochester (N. Y.)	1,021,119	38
2.	Albany-Schenectady-Troy (N. Y.)	1,007,210	39
186.	Worcester (Mass.)	987,269	40
17.	Birmingham (Ala.)	971,355	41
131.	San Jose (Cal.)	956,962	42
52.	Fort Worth (Tex.)	941,061	43
1.	Akron (Ohio)	937,119	44
100.	Norfolk-Portsmouth (Va.)	921,006	45
89.	Memphis (Tenn.)	917,129	46
148.	Tampa-St. Petersburg (Fla.)	885,389	47
142.	Springfield-Holyoke (Mass.)	882,849	48
121.	Sacramento (Cal.)	854,056	49
127.	San Antonio (Tex.)	819,807	50
4.	Allentown-Bethlehem-Easton (Pa.)	818,341	51
107.	Phoenix (Ariz.)	796,881	52
103.	Omaha (Nebr.)	720,116	53
102.	Oklahoma City (Okla.)	712,249	54
164.	Wilmington (Del.)	686,711	55
49.	Flint (Mich.)	674,580	56
117.	Richmond (Va.)	657,654	57
146.	Syracuse (N. Y.)	657,258	58
69.	Jacksonville (Fla.)	624,396	59
48.	Fall River-New Bedford (Mass.)	615,386	60
154.	Tulsa (Okla.)	610,033	61
56.	Grand Rapids (Mich.)	600,473	62
96.	Nashville (Tenn.)	598,853	63
160.	Wheeling-Steubenville (W. Va.-Ohio)	583,204	64
62.	Harrisburg (Pa.)	572,917	65
125.	Salt Lake City (Utah)	565,990	66
22.	Canton (Ohio)	563,705	67
147.	Tacoma (Wash.)	561,934	68
161.	Wichita (Kans.)	553,722	69
152.	Trenton (N. J.)	549,598	70
139.	South Bend (Ind.)	544,949	71
53.	Fresno (Cal.)	543,927	72
163.	Wilkes-Barre-Hazleton (Pa.)	540,716	73
105.	Peoria (Ill.)	529,503	74
140.	Spokane (Wash.)	519,963	75
74.	Knoxville (Tenn.)	518,525	76
25.	Charleston (W. Va.)	507,394	77
116.	Reading (Pa.)	495,104	78
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	494,275	79
40.	Des Moines (Iowa)	491,976	80
176.	Bakersfield (Cal.)	488,930	81
75.	Lancaster (Pa.)	480,664	82
246.	Poughkeepsie-Newburgh-Beacon (N. Y.)	478,771	83
45.	El Paso (Tex.)	456,799	84
155.	Utica-Rome (N. Y.)	443,979	85
43.	Duluth-Superior (Minn.-Wisc.)	426,156	86
46.	Erie (Pa.)	424,907	87
51.	Fort Wayne (Ind.)	423,759	88
76.	Lansing (Mich.)	421,643	89
26.	Charlotte (N. C.)	416,878	90
145.	Stockton (Cal.)	412,927	91
15.	Beaumont-Port Arthur (Tex.)	398,318	92
27.	Chattanooga (Tenn.)	398,256	93
136.	Shreveport (La.)	393,661	94
34.	Corpus Christi (Tex.)	390,215	95
70.	Johnstown (Pa.)	389,819	96
13.	Baton Rouge (La.)	383,022	97
32.	Columbus (Ga.)	379,416	98
67.	Madison (Wisc.)	379,246	99
93.	Mobile (Ala.)	374,444	100
82.	Lorain-Elyria (Ohio)	373,929	101
61.	Little Rock-North Little Rock (Ark.)	372,811	102
3.	Albuquerque (N. M.)	372,795	103
187.	Brownsville-Harlingen-McAllen (Tex.)	372,211	104
134.	Scranton (Pa.)	370,977	105
65.	Huntington-Ashland (W. Va.-Ky.)	367,063	106
47.	Evansville (Ind.)	365,254	107
153.	Tucson (Ariz.)	363,184	108
58.	Greensboro-High Point (N. C.)	363,147	109
120.	Rockford (Ill.)	362,631	110
167.	York (Pa.)	360,818	111
20.	Brockton (Mass.)	360,473	112
10.	Augusta (Ga.)	358,459	113
207.	Fort Lauderdale (Fla.)	346,946	114
16.	Binghamton (N. Y.)	340,397	115
60.	Hamilton-Middletown (Ohio)	316,817	116
104.	Orlando (Fla.)	304,497	117
85.	Lubbock (Tex.)	303,612	118
61.	Hampton-Newport News-Warwick (Va.)	301,193	119
11.	Austin (Tex.)	300,915	120
237.	New London-Norwich (Conn.)	297,354	121
122.	Saginaw (Mich.)	296,287	122
86.	Manchester (N. H.)	292,836	123
59.	Greenville (S. C.)	288,069	124
172.	Ann Arbor (Mich.)	286,191	125
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	284,974	126
110.	Portland (Me.)	284,064	127
6.	Amarillo (Tex.)	283,119	128
159.	West Palm Beach (Fla.)	277,604	129
165.	Winston-Salem (N. C.)	275,455	130
71.	Kalamazoo (Mich.)	273,834	131
190.	Champaign-Urbana (Ill.)	261,794	132
141.	Springfield (Ill.)	260,412	133
202.	Eugene (Ore.)	259,041	134
80.	Lincoln (Nebr.)	256,703	135
31.	Columbia (S. C.)	254,032	136
9.	Atlantic City (N. J.)	250,991	137
24.	Charleston (S. C.)	247,844	138
221.	Las Vegas (Nev.)	247,089	139
133.	Savannah (Ga.)	246,742	140
114.	Racine (Wisc.)	245,231	141
178.	Battle Creek (Mich.)	242,513	142
68.	Jackson (Miss.)	240,024	143
118.	Roanoke (Va.)	239,596	144
115.	Raleigh (N. C.)	238,059	145
109.	Pittsfield (Mass.)	237,252	146
88.	Macon (Ga.)	236,837	147
94.	Montgomery (Ala.)	235,349	148
232.	Modesto (Cal.)	228,427	149
144.	Springfield (Ohio)	225,477	150
132.	Santa Barbara (Cal.)	224,283	151
162.	Wichita Falls (Tex.)	223,545	152
203.	Everett (Wash.)	223,021	153
151.	Topeka (Kans.)	220,982	154
213.	Jamestown (N. Y.)	218,295	155
261.	Yakima (Wash.)	218,120	156
234.	Muskegon (Mich.)	216,812	157
220.	Lakeland (Fla.)	214,447	158
23.	Cedar Rapids (Iowa)	212,620	159
55.	Galveston (Tex.)	208,693	160
38.	Decatur (Ill.)	208,295	161
171.	Anderson (Ind.)	207,603	162
156.	Waterloo (Iowa)	207,446	163
242.	Pensacola (Fla.)	205,138	164
137.	Sioux City (Iowa)	203,071	165
67.	Jackson (Mich.)	202,797	166
156.	Waco (Tex.)	200,311	167
184.	Boise (Idaho)	200,182	168
254.	Spartanburg (S. C.)	198,774	169
227.	Mansfield (Ohio)	198,739	170
5.	Altoona (Pa.)	195,490	171
78.	Lexington (Ky.)	193,006	172
95.	Muncie (Ind.)	192,938	173
149.	Terre Haute (Ind.)	189,106	174
219.	Lake Charles (La.)	189,101	175
180.	Beloit-Janesville (Wisc.)	188,562	176
241.	Pasco-Kennewick-Richland (Wash.)	185,176	177
199.	Elkhart (Ind.)	183,350	178
236.	New Castle (Pa.)	182,767	179
7.	Asheville (N. C.)	182,172	180
252.	Salem (Ore.)	181,398	181
143.	Springfield (Mo.)	180,072	182
193.	Colorado Springs (Colo.)	179,797	183
44.	Durham (N. C.)	179,026	184
205.	Fayetteville (N. C.)	176,447	185
57.	Green Bay (Wisc.)	175,779	186
78.	Lima (Ohio)	174,516	187
250.	Reno (Nev.)	171,226	188
123.	St. Joseph (Mo.)	168,977	189
239.	Oshkosh (Wisc.)	168,712	190
182.	Biloxi-Gulfport (Miss.)	163,694	191
209.	Gastonia (N. C.)	162,219	192
218.	Lafayette (Ind.)	161,191	193
244.	Port Huron (Mich.)	161,069	194
259.	Williamsport (Pa.)	160,889	195
101.	Ogden (Utah)	159,943	196
177.	Bangor (Me.)	158,509	197
73.	Kenosha (Wisc.)	157,858	198
195.	Danville (Ill.)	157,639	199
14.	Bay City (Mich.)	154,431	200
183.	Bloomington (Ill.)	154,045	201
238.	Odessa (Tex.)	152,365	202
198.	Eau Claire (Wisc.)	151,331	203
214.	Joplin (Mo.)	150,784	204
200.	Elmira (N. Y.)	150,497	205
185.	Bremerton (Wash.)	149,777	206
256.	Temple (Tex.)	149,712	207
174.	Appleton (Wisc.)	144,709	208
113.	Pueblo (Colo.)	144,385	209
230.	Middletown (Conn.)	144,255	210
197.	Daytona Beach (Fla.)	143,415	211
253.	Sheboygan (Wisc.)	143,402	212
245.	Portsmouth (Ohio)	141,350	213
224.	Lewiston-Auburn (Me.)	138,910	214
169.	Abilene (Tex.)	137,442	215
138.	Sioux Falls (S. D.)	136,596	216
223.	Lebanon (Pa.)	132,730	217
251.	Richmond (Ind.)	131,828	218
54.	Gadsden (Ala.)	131,570	219
189.	Butte-Anaconda (Mont.)	130,476	220
210.	Great Falls (Mont.)	129,829	221
243.	Petersburg-Hopewell (Va.)	128,364	222
181.	Billings (Mont.)	128,247	223
215.	Kankakee (Ill.)	127,879	224
196.	Danville (Va.)	127,814	225
235.	Newark (Ohio)	127,618	226
126.	San Angelo (Tex.)	124,568	227
233.	Monroe-West Monroe (La.)	124,440	228
247.	Provo (Utah)	124,356	229
42.	Dubuque (Iowa)	124,289	230
170.	Alexandria (La.)	124,042	231
258.	Watertown (N. Y.)	123,116	232
192.	Clarksburg (W. Va.)	122,149	233
217.	La Crosse (Wisc.)	121,977	234
262.	Zanesville (Ohio)	121,503	235
211.	Hagerstown (Md.)	119,451	236
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	117,088	237
256.	Texarkana (Tex.-Ark.)	116,462	238
194.	Cumberland (Md.)	114,159	239
204.	Fargo (N. D.)	113,566	240
225.	Lynchburg (Va.)	112,676	241
257.	Tyler (Tex.)	112,625	242
231.	Midland (Tex.)	111,537	243
226.	Manitowoc-Two Rivers (Wisc.)	110,664	244
179.	Bellingham (Wash.)	110,454	245
191.	Cheyenne (Wyo.)	109,537	246
216.	Kokomo (Ind.)	109,337	247
240.	Paducah (Ky.)	106,615	248
222.	Lawton (Okla.)	107,563	249
173.	Anniston (Ala.)	107,000	250
248.	Quincy (Ill.)	105,272	251
228.	Marion (Ind.)	103,636	252
175.	Auburn (N. Y.)	102,236	253
260.	Wilmington (N. C.)	99,591	254
188.	Burlington (Vt.)	98,844	255
208.	Galesburg (Ill.)	98,514	256
50.	Fort Smith (Ark.)	95,381	257
212.	Hutchinson (Kans.)	92,938	258
249.	Rapid City (S. D.)	87,316	259
229.	Mason City (Iowa)	84,763	260
201.	Enid (Okla.)	82,999	261
77.	Laredo (Tex.)	58,586	262

Total Above Metropolitan Areas..213,145,634

Parade wins three more national editorial awards

—a total of 8 in one year—

Parade, the award-winning Sunday magazine, has received significant evidence of sound and solid editing;

1. For outstanding articles on education, the Citation of the *Education Writers Association*, to PARADE staff members Edward Kiester and Sid Ross. Announced February 19, 1957.

2. For contributions to religious education, the 1956 Award of the *Layman's National Committee*. Announced February 14, 1957.

3. For public service, the *American Heritage Foundation's* Award, for PARADE's own "register and vote" campaign. Announced February 10, 1957.

4. For photo reporting, the 19th Annual Aviation Writing and Picture Award sponsored by *Trans World Airlines*, to PARADE's West Coast Correspondent, Lloyd Shearer.

5. For medical reporting, the $500 Howard W. Blakeslee Award by the *American Heart Association*, for outstanding reporting on heart disease, to PARADE's medical editor Robert P. Goldman.

6. Foreign reporting, the Citation of the *Overseas Press Club* of New York, for excellence in photographic reporting from abroad.

7. For editorial excellence, the *Christopher Award* for Editorial Excellence, to Editor Jess Gorkin for the Special Russian Edition of PARADE.

8. For service to safety, the *National Safety Council's* Public Interest Award for exceptional service to safety . . . to PARADE for the *fifth* time.



George Peck (center), President of the Laymen's National Committee, Inc., presents Parade's Editor, Jess Gorkin (left) and Assistant Managing Editor, Ed Kiester (right) with the "All-Faiths Award" in recognition "For what Parade has done to sustain and encourage religious education throughout the country."

"These awards are not recognition of PARADE alone but of the 55 leading newspapers distributing PARADE . . . and of the 15,000,000 Americans who make it the best-read magazine in the nation. They are further recognition that PARADE's on-the-news writing and editing—about real people and real places—assure *lasting prestige* as well as *high readership* for Sunday newspapers."

Red Motley

PRESIDENT AND PUBLISHER

Parade . . . the award-winning Sunday Magazine!



Per Family Income Ranking of Metropolitan County Areas

SM Estimates, 1956, for PER FAMILY INCOME in Descending Order

Code Number	AREA and STATE	PER FAMILY INCOME SM Estimates	Rank in Group
19.	Bridgeport-Stamford-Norwalk (Conn.)	8,526	1
157.	Washington (D. C.)	8,017	2
63.	Hartford-New Britain (Conn.)	8,001	3
231.	Midland (Tex.)	7,910	4
190.	Champaign-Urbana (Ill.)	7,885	5
152.	Trenton (N. J.)	7,796	6
30.	Cleveland (Ohio)	7,670	7
28.	Chicago (Ill.)	7,509	8
150.	Toledo (Ohio)	7,496	9
139.	South Bend (Ind.)	7,475	10
32.	Columbus (Ga.)	7,339	11
164.	Wilmington (Del.)	7,313	12
41.	Detroit (Mich.)	7,306	13
33.	Columbus (Ohio)	7,298	14
97.	New Haven-Waterbury (Conn.)	7,281	15
250.	Reno (Nev.)	7,194	16
37.	Dayton (Ohio)	7,165	17
87.	Madison (Wisc.)	7,075	18
130.	San Francisco-Oakland (Cal.)	6,995	19
99.	New York-N. E. New Jersey (N. Y.-N. J.)	6,978	20
75.	Lancaster (Pa.)	6,918	21
106.	Philadelphia (Pa.)	6,907	22
91.	Milwaukee (Wisc.)	6,889	23
66.	Indianapolis (Ind.)	6,882	24
76.	Lansing (Mich.)	6,867	25
230.	Middletown (Conn.)	6,773	26
218.	Lafayette (Ind.)	6,744	27
18.	Boston (Mass.)	6,735	28
114.	Racine (Wisc.)	6,719	29
172.	Ann Arbor (Mich.)	6,718	30
238.	Odessa (Tex.)	6,712	31
49.	Flint (Mich.)	6,686	32
121.	Sacramento (Cal.)	6,662	33
85.	Lubbock (Tex.)	6,658	34
82.	Lorain-Elyria (Ohio)	6,642	35
221.	Las Vegas (Nev.)	6,607	36
241.	Pasco-Kennewick-Richland (Wash.)	6,590	37
26.	Charlotte (N. C.)	6,586	38
168.	Youngstown (Ohio)	6,582	39
162.	Wichita Falls (Tex.)	6,575	40
8.	Atlanta (Ga.)	6,524	41
51.	Fort Wayne (Ind.)	6,499	42
6.	Amarillo (Tex.)	6,494	43
35.	Dallas (Tex.)	6,486	44
60.	Hamilton-Middletown (Ohio)	6,479	45
117.	Richmond (Va.)	6,460	46
1.	Akron (Ohio)	6,454	47
45.	El Paso (Tex.)	6,443	48
191.	Cheyenne (Wyo.)	6,443	48
135.	Seattle (Wash.)	6,433	50
227.	Mansfield (Ohio)	6,432	51
92.	Minneapolis-St. Paul (Minn.)	6,413	52
116.	Reading (Pa.)	6,405	53
90.	Miami (Fla.)	6,394	54
205.	Fayetteville (N. C.)	6,393	55
131.	San Jose (Cal.)	6,346	56
120.	Rockford (Ill.)	6,329	57
108.	Pittsburgh (Pa.)	6,313	58
64.	Houston (Tex.)	6,305	59
142.	Springfield-Holyoke (Mass.)	6,297	60
58.	Greensboro-High Point (N. C.)	6,261	61
4.	Allentown-Bethlehem-Easton (Pa.)	6,247	62
13.	Baton Rouge (La.)	6,238	63
61.	Hampton-Newport News-Warwick (Va.)	6,236	64
105.	Peoria (Ill.)	6,222	65
100.	Norfolk-Portsmouth (Va.)	6,210	66
132.	Santa Barbara (Cal.)	6,196	67
46.	Erie (Pa.)	6,185	68
124.	St. Louis (Mo.)	6,170	69
112.	Providence-Pawtucket (R. I.)	6,167	70
73.	Kenosha (Wisc.)	6,166	71
216.	Great Falls (Mont.)	6,153	72
237.	New London-Norwich (Conn.)	6,144	73
36.	Davenport-Rock Island-Moline (Iowa-Ill.)	6,140	74
199.	Elkhart (Ind.)	6,132	75
176.	Bakersfield (Cal.)	6,119	76
72.	Kansas City (Mo.)	6,116	77
83.	Los Angeles-Long Beach (Cal.)	6,113	78
147.	Tacoma (Wash.)	6,108	79
3.	Albuquerque (N. M.)	6,072	80
44.	Durham (N. C.)	6,069	81
129.	San Diego (Cal.)	6,068	82
42.	Dubuque (Iowa)	6,063	83
180.	Beloit-Janesville (Wisc.)	6,063	83
22.	Canton (Ohio)	6,061	85
115.	Raleigh (N. C.)	6,057	86
29.	Cincinnati (Ohio)	6,055	87
119.	Rochester (N. Y.)	6,039	88
88.	Manchester (N. H.)	6,038	89
118.	Roanoke (Va.)	6,035	90
62.	Harrisburg (Pa.)	5,987	91
40.	Des Moines (Iowa)	5,985	92
144.	Springfield (Ohio)	5,981	93
71.	Kalamazoo (Mich.)	5,979	94
158.	Waterloo (Iowa)	5,961	95
56.	Grand Rapids (Mich.)	5,951	96
215.	Kankakee (Ill.)	5,948	97
140.	Spokane (Wash.)	5,943	98
255.	Temple (Tex.)	5,941	99
154.	Tulsa (Okla.)	5,940	100
15.	Beaumont-Port Arthur (Tex.)	5,927	101
183.	Bloomington (Ill.)	5,925	102
145.	Stockton (Cal.)	5,924	103
12.	Baltimore (Md.)	5,915	104
204.	Fargo (N. D.)	5,915	104
125.	Salt Lake City (Utah)	5,908	106
236.	New Castle (Pa.)	5,896	107
89.	Memphis (Tenn.)	5,879	108
57.	Green Bay (Wisc.)	5,879	108
34.	Corpus Christi (Tex.)	5,859	110
11.	Austin (Tex.)	5,854	111
166.	Worcester (Mass.)	5,842	112
79.	Lima (Ohio)	5,837	113
96.	Nashville (Tenn.)	5,825	114
178.	Battle Creek (Mich.)	5,816	115
25.	Charleston (W. Va.)	5,792	116
38.	Decatur (Ill.)	5,786	117
52.	Fort Worth (Tex.)	5,777	118
169.	Abilene (Tex.)	5,775	119
126.	San Angelo (Tex.)	5,768	120
31.	Columbia (S. C.)	5,760	121
216.	Kokomo (Ind.)	5,755	122
146.	Syracuse (N. Y.)	5,750	123
103.	Omaha (Nebr.)	5,743	124
174.	Appleton (Wisc.)	5,742	125
224.	Lewiston-Auburn (Me.)	5,740	126
165.	Winston-Salem (N. C.)	5,739	127
141.	Springfield (Ill.)	5,736	128
217.	La Crosse (Wisc.)	5,727	129
55.	Galveston (Tex.)	5,718	130
80.	Lincoln (Nebr.)	5,717	131
21.	Buffalo (N. Y.)	5,714	132
2.	Albany-Schenectady-Troy (N. Y.)	5,710	133
95.	Muncie (Ind.)	5,708	134
109.	Pittsfield (Mass.)	5,703	135
122.	Saginaw (Mich.)	5,698	136
23.	Cedar Rapids (Iowa)	5,685	137
39.	Denver (Colo.)	5,683	138
84.	Louisville (Ky.)	5,682	139
160.	Wheeling-Steubenville (W. Va.-Ohio)	5,648	140
16.	Binghamton (N. Y.)	5,636	141
251.	Richmond (Ind.)	5,634	142
67.	Jackson (Mich.)	5,633	143
171.	Anderson (Ind.)	5,626	144
110.	Portland (Me.)	5,625	145
239.	Oshkosh (Wisc.)	5,624	146
253.	Sheboygan (Wisc.)	5,624	146
167.	York (Pa.)	5,603	148
9.	Atlantic City (N. J.)	5,602	149
137.	Sioux City (Iowa)	5,594	150
78.	Lexington (Ky.)	5,594	150
17.	Birmingham (Ala.)	5,576	152
102.	Oklahoma City (Okla.)	5,569	153
153.	Tucson (Ariz.)	5,562	154
243.	Petersburg-Hopewell (Va.)	5,557	155
188.	Burlington (Vt.)	5,553	156
182.	Biloxi-Gulfport (Miss.)	5,549	157
181.	Billings (Mont.)	5,528	158
223.	Lebanon (Pa.)	5,507	159
98.	New Orleans (La.)	5,499	160
53.	Fresno (Cal.)	5,478	161
229.	Mason City (Iowa)	5,469	162
47.	Evansville (Ind.)	5,460	163
208.	Galesburg (Ill.)	5,443	164
207.	Fort Lauderdale (Fla.)	5,438	165
246.	Poughkeepsie-Newburgh-Beacon (N. Y.)	5,434	166
149.	Terre Haute (Ind.)	5,419	167
219.	Lake Charles (La.)	5,418	168
69.	Jacksonville (Fla.)	5,406	169
195.	Danville (Ill.)	5,399	170
226.	Manitowoc-Two Rivers (Wisc.)	5,396	171
101.	Ogden (Utah)	5,385	172
14.	Bay City (Mich.)	5,381	173
192.	Clarksburg (W. Va.)	5,381	173
20.	Brockton (Mass.)	5,380	175
161.	Wichita (Kans.)	5,371	176
68.	Jackson (Miss.)	5,346	177
177.	Bangor (Me.)	5,337	178
136.	Shreveport (La.)	5,327	179
235.	Newark (Ohio)	5,317	180
59.	Greenville (S. C.)	5,286	181
94.	Montgomery (Ala.)	5,277	182
151.	Topeka (Kans.)	5,274	183
107.	Phoenix (Ariz.)	5,273	184
138.	Sioux Falls (S. D.)	5,254	185
74.	Knoxville (Tenn.)	5,250	186
222.	Lawton (Okla.)	5,247	187
202.	Eugene (Ore.)	5,244	188
127.	San Antonio (Tex.)	5,238	189
201.	Enid (Okla.)	5,234	190
225.	Lynchburg (Va.)	5,216	191
123.	St. Joseph (Mo.)	5,199	192
43.	Duluth-Superior (Minn.-Wisc.)	5,191	193
198.	Eau Claire (Wisc.)	5,165	194
185.	Bremerton (Wash.)	5,147	195
163.	Wilkes-Barre-Hazleton (Pa.)	5,140	196
259.	Williamsport (Pa.)	5,140	196
48.	Fall River-New Bedford (Mass.)	5,132	198
244.	Port Huron (Mich.)	5,130	199
86.	Macon (Ga.)	5,126	200
234.	Muskegon (Mich.)	5,126	200
81.	Little Rock-North Little Rock (Ark.)	5,121	202
111.	Portland (Ore.)	5,112	203
209.	Gastonia (N. C.)	5,101	204
232.	Modesto (Cal.)	5,087	205
133.	Savannah (Ga.)	5,087	206
104.	Orlando (Fla.)	5,083	207
189.	Butte-Anaconda (Mont.)	5,077	208
7.	Asheville (N. C.)	5,074	209
134.	Scranton (Pa.)	5,068	210
200.	Elmira (N. Y.)	5,067	211
10.	Augusta (Ga.)	5,049	212
65.	Huntington-Ashland (W. Va.-Ky.)	5,028	213
155.	Utica-Rome (N. Y.)	5,017	214
228.	Marion (Ind.)	4,983	215
262.	Zanesville (Ohio)	4,980	216
93.	Mobile (Ala.)	4,966	217
27.	Chattanooga (Tenn.)	4,966	217
159.	West Palm Beach (Fla.)	4,948	219
233.	Monroe-West Monroe (La.)	4,938	220
70.	Johnstown (Pa.)	4,934	221
242.	Pensacola (Fla.)	4,931	222
5.	Altoona (Pa.)	4,924	223
128.	San Bernardino-Riverside-Ontario (Cal.)	4,914	224
211.	Hagerstown (Md.)	4,896	225
203.	Everett (Wash.)	4,869	226
193.	Colorado Springs (Colo.)	4,846	227
186.	Bristol-Johnson City-Kingsport (Tenn.-Va.)	4,838	228
248.	Quincy (Ill.)	4,829	229
156.	Waco (Tex.)	4,827	230
212.	Hutchinson (Kans.)	4,815	231
260.	Wilmington (N. C.)	4,788	232
249.	Rapid City (S. D.)	4,771	233
247.	Provo (Utah)	4,765	234
175.	Auburn (N. Y.)	4,755	235
148.	Tampa-St. Petersburg (Fla.)	4,750	236
254.	Spartanburg (S. C.)	4,744	237
113.	Pueblo (Colo.)	4,734	238
54.	Gadsden (Ala.)	4,699	239
184.	Boise (Idaho)	4,677	240
24.	Charleston (S. C.)	4,676	241
257.	Tyler (Tex.)	4,673	242
220.	Lakeland (Fla.)	4,652	243
196.	Danville (Va.)	4,648	244
258.	Watertown (N. Y.)	4,628	245
261.	Yakima (Wash.)	4,621	246
213.	Jamestown (N. Y.)	4,586	247
179.	Bellingham (Wash.)	4,583	248
252.	Salem (Ore.)	4,581	249
197.	Daytona Beach (Fla.)	4,567	250
173.	Anniston (Ala.)	4,553	251
143.	Springfield (Mo.)	4,547	252
50.	Fort Smith (Ark.)	4,542	253
245.	Portsmouth (Ohio)	4,516	254
206.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	4,435	255
240.	Paducah (Ky.)	4,397	256
170.	Alexandria (La.)	4,263	257
187.	Brownsville-Harlingen-McAllen (Tex.)	4,220	258
194.	Cumberland (Md.)	4,197	259
214.	Joplin (Mo.)	3,999	260
77.	Laredo (Tex.)	3,932	261
256.	Texarkana (Tex.-Ark.)	3,757	262

Average Above Metropolitan Areas 6,359

THE NATIONAL GEOGRAPHIC PICTURE

(a portrait of National Geographic families, as brought into sharp focus by their own answers to readership questionnaires . .)

INCOME:



NATIONAL GEOGRAPHIC FAMILY MEDIAN **$7,094** (75% ABOVE U.S. MEDIAN)

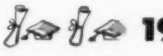


U.S. FAMILY MEDIAN **$5,100**

EDUCATION:



53.6% WENT TO COLLEGE

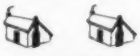


19.8% TOOK POST GRADUATE

HOME OWNERSHIP:

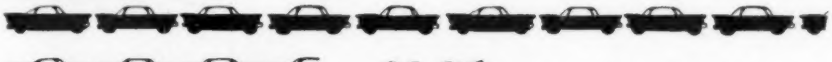


82.1% OWN THEIR HOMES



21.3% OWN A SECOND RESIDENCE

AUTO OWNERSHIP:



92.9% OWN 1 OR MORE CARS



36.6% OWN 2 OR MORE CARS

OCCUPATIONS:



IN BUSINESS **59.5%**



IN PROFESSIONS & GOVERNMENT **19.4%**



OTHERS **21.1%**

LENGTH OF READERSHIP:

YEARS		
1 TO 10		46.2%
11 TO 29		31.9%
30 & OVER		18.2%

MEDIAN LENGTH OF READERSHIP: 12.9 years

OF THOSE IN BUSINESS



32.8% presidents, corporate officers owners & partners, etc.



24.6% managers, supervisory & department heads, sales, etc.



12.1% professional or technical

TODAY

there are over 2,000,000 National Geographic families. You'll find them good people to know — and to have know you.

THE NATIONAL GEOGRAPHIC MAGAZINE

Washington 6, D.C.

Per Capita and Per Family Sales by States and Sections

SECTIONS AND STATES	PER CAPITA SALES, SM ESTIMATES—1956										PER FAMILY SALES, SM ESTIMATES—1956									
		NINE STORE GROUPS										NINE STORE GROUPS								
	Total Retail Sales	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Appl.	Auto-motive	Gas Stations	Lum-ber-Bldg.-Hdwre.	Drug	Total Retail Sales	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Appl.	Auto-motive	Gas Stations	Lum-ber-Bldg.-Hdwre.	Drug
NEW ENGLAND																				
Connecticut	1,376	323	96	144	103	81	233	79	89	46	4,706	1,106	330	493	353	277	798	271	304	158
Maine	1,139	295	49	136	63	43	203	79	60	33	4,016	1,041	172	479	222	153	717	279	213	116
Massachusetts	1,240	308	94	173	94	59	187	61	66	40	4,249	1,057	323	593	322	202	640	209	226	138
New Hampshire	1,188	307	61	104	72	49	211	84	67	29	4,045	1,047	209	353	245	166	718	285	228	99
Rhode Island	1,127	257	82	141	93	51	188	65	66	43	3,847	878	281	481	319	175	640	221	224	146
Vermont	1,144	289	51	111	56	52	221	78	73	26	4,052	959	181	397	199	186	789	278	262	93
	1,247	305	86	154	91	61	202	69	71	40	4,285	1,048	296	529	312	210	694	238	244	138
MIDDLE ATLANTIC																				
New Jersey	1,221	305	114	127	97	71	196	68	74	31	4,112	1,026	383	428	326	238	659	229	248	105
New York	1,212	306	125	146	126	71	159	50	57	32	3,969	1,001	410	478	414	233	520	165	187	106
Pennsylvania	1,087	289	81	168	76	60	185	61	59	31	3,789	904	282	586	265	209	645	213	207	107
	1,171	290	108	150	104	67	174	57	61	32	3,935	974	364	505	351	226	584	191	204	106
EAST NORTH CENTRAL																				
Illinois	1,292	277	115	206	91	63	213	75	89	41	4,175	895	372	665	293	202	688	243	289	131
Indiana	1,130	241	79	141	61	58	221	85	102	38	3,706	790	259	463	199	191	724	279	335	125
Michigan	1,229	286	86	152	73	63	257	91	94	49	4,235	986	297	523	253	217	886	314	323	169
Ohio	1,290	305	100	177	73	68	236	87	96	40	4,315	1,020	336	593	245	227	789	291	320	135
Wisconsin	1,178	250	111	145	62	55	199	83	115	32	4,052	861	381	501	214	190	687	287	396	109
	1,244	279	100	171	75	63	228	84	97	41	4,150	930	333	572	251	209	762	280	322	137
WEST NORTH CENTRAL																				
Iowa	1,203	225	71	120	57	55	216	92	176	33	3,916	731	232	392	186	180	702	299	573	168
Kansas	1,084	231	55	95	51	54	237	91	128	39	3,418	729	173	300	160	171	747	286	403	123
Minnesota	1,159	228	81	167	65	51	196	78	139	35	4,017	790	282	580	224	175	680	272	480	120
Missouri	1,143	233	75	186	62	55	204	81	90	43	3,842	742	238	591	196	176	649	256	268	137
Nebraska	1,182	216	55	133	58	56	216	99	164	37	3,843	701	277	434	182	183	704	323	533	126
North Dakota	1,107	180	87	113	53	39	215	75	231	32	4,127	673	323	420	196	146	803	281	861	119
South Dakota	985	172	63	99	40	33	198	76	178	30	3,384	592	218	339	139	112	680	261	613	102
	1,144	224	74	145	58	53	210	85	138	37	3,761	735	243	478	191	173	692	279	454	122
SOUTH ATLANTIC																				
Delaware	1,366	258	78	159	87	75	204	81	78	40	4,703	889	268	547	298	257	703	279	269	139
District of Columbia	1,553	279	135	257	132	85	246	75	38	72	5,293	950	459	875	450	291	838	254	128	247
Florida	1,344	298	115	129	104	77	262	96	96	48	4,578	1,015	392	441	355	262	893	326	328	165
Georgia	928	206	42	140	54	48	182	74	60	31	3,544	788	162	535	208	176	694	282	229	120
Maryland	1,084	263	95	163	55	46	173	70	67	42	3,913	948	342	589	200	167	624	251	241	151
North Carolina	911	191	37	132	56	52	174	73	68	28	3,729	783	153	540	230	213	711	300	278	114
South Carolina	741	179	29	89	44	46	147	65	52	24	2,988	721	119	359	179	186	592	264	211	98
Virginia	927	211	52	126	54	45	172	73	55	31	3,631	825	202	492	212	178	674	286	214	123
West Virginia	841	211	45	138	51	44	152	62	46	23	3,225	810	172	531	197	168	584	237	178	90
	1,015	227	64	137	65	54	188	75	65	35	3,834	857	241	517	245	203	709	283	245	132
EAST SOUTH CENTRAL																				
Alabama	764	186	33	102	49	40	158	56	47	23	2,929	714	128	391	187	155	606	214	179	90
Kentucky	790	186	52	101	44	37	156	55	63	27	2,879	677	891	387	161	134	567	200	229	100
Mississippi	690	153	26	84	43	32	147	59	56	22	2,644	584	106	321	164	124	564	226	213	86
Tennessee	875	198	41	128	56	44	178	67	61	25	3,251	737	154	475	208	163	661	250	228	94
	790	184	40	106	49	39	161	59	57	25	2,961	688	149	397	182	146	605	223	213	93
WEST SOUTH CENTRAL																				
Arkansas	788	173	36	93	42	35	167	57	73	24	2,821	618	129	333	149	124	598	205	260	86
Louisiana	915	189	66	136	63	51	174	67	70	33	3,349	693	242	498	231	187	637	246	255	119
Oklahoma	1,039	232	58	128	58	51	224	83	96	38	3,460	774	194	426	194	169	746	278	320	126
Texas	1,093	242	60	138	64	51	234	82	88	36	3,870	855	211	489	228	180	830	292	311	126
	1,019	223	58	131	61	49	214	77	84	34	3,601	788	205	464	215	173	757	272	297	121
MOUNTAIN																				
Arizona	1,111	255	87	128	55	62	192	107	106	41	3,976	912	311	457	198	221	688	384	379	147
Colorado	1,227	264	86	156	59	65	241	94	106	55	4,021	865	281	512	194	212	791	308	348	179
Idaho	1,179	240	81	137	48	55	240	96	143	36	4,081	832	281	473	167	191	830	332	496	125
Montana	1,279	250	129	116	60	52	254	97	164	36	3,998	782	403	364	188	164	794	303	513	111
Nevada	1,581	309	184	157	100	72	279	169	92	84	5,064	989	590	504	319	229	894	542	296	269
New Mexico	1,102	235	84	130	54	49	220	107	85	43	4,192	892	321	496	206	187	837	406	322	163
Utah	1,057	216	62	156	53	55	202	98	81	39	3,858	787	228	571	192	200	737	357	295	143
Wyoming	1,248	252	112	112	54	49	279	118	117	44	4,162	840	373	372	179	164	930	393	389	146
	1,184	249	92	140	57	58	229	103	110	45	4,072	858	317	480	197	200	789	356	377	156
PACIFIC																				
California	1,356	325	110	160	85	86	231	106	84	44	4,100	984	332	485	258	260	701	319	254	134
Oregon	1,208	285	83	154	54	55	225	95	95	33	3,712	875	256	474	167	170	691	293	291	102
Washington	1,182	267	84	173	55	57	187	86	87	40	3,657	825	260	536	171	175	579	265	270	125
	1,316	313	104	162	78	79	224	102	86	43	3,999	951	315	491	237	239	682	309	260	130
TOTAL U. S. A.	1,140	261	85	148	75	60	202	77	82	36	3,891	889	290	506	257	204	690	262	281	124
ALASKA	963	222	129	133	67	44	128	56	42	42	4,540	1,048	607	628	314	206	604	265	198	199
HAWAII	813	210	83	128	50	43	142	58	13	25	3,293	851	334	518	203	175	573	236	53	101

month after month...

15½ million* men and women "live by the book"

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BH&G readers depend on "the book" for ideas. They use it to help them plan their spending for all-round family living. And they can afford to spend. 3 out of 4 BH&G average-issue readers are in the top 3 socio-economic groups. 15,500,000 people read an average issue of Better Homes and Gardens. One third of the 123,800,000 people in the U.S. 10 years of age or older read one or more of every twelve issues. That's 44,150,000 BH&G readers —and 40% of them are men. Meredith Publishing Company, Des Moines 3, Iowa.

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**A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc., 195*

Summary of All Data by States and Sections

SECTIONS and STATES	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956															
									Income Breakdown of Consumer Spending Units											
											$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000 & over	
	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Total Units (thousands)	Income per Consumer Spending Unit	% Units	% Income	% Units	% Income	% Units	% Income	% Units	% Income	% Units	% Income
NEW ENGLAND																				
Connecticut	2,311.9	1.3696	675.9	1,811.2	5,145,981	1.8133	2,226	7,614	806.3	6,382	19.7	4.7	23.4	12.7	36.7	30.7	12.0	15.8	8.2	38.1
Maine	903.2	.5350	256.1	496.6	1,331,809	.4693	1,475	5,200	309.2	4,307	31.4	11.2	31.1	25.0	27.9	34.6	6.2	12.1	3.4	17.1
Massachusetts	4,930.0	2.9205	1,438.5	4,215.8	9,078,617	3.1990	1,842	6,311	1,704.1	5,328	23.4	6.8	25.8	16.8	34.9	34.9	10.0	15.8	5.9	25.7
New Hampshire	555.3	.3290	163.1	319.3	881,279	.3105	1,587	5,403	191.5	4,603	28.9	9.6	29.5	22.3	30.4	35.3	7.4	13.4	3.8	19.4
Rhode Island	823.3	.4877	241.2	715.0	1,507,126	.5310	1,831	6,248	293.6	5,133	26.0	7.8	27.4	18.4	32.7	34.0	8.9	14.6	5.0	25.2
Vermont	375.4	.2224	105.2	147.1	529,042	.1864	1,409	5,029	126.7	4,176	33.7	12.4	30.7	25.4	26.6	34.0	5.8	11.7	3.2	16.5
	9,899.1	5.8642	2,880.0	7,705.0	18,473,854	6.5095	1,866	6,415	3,431.4	5,384	24.2	6.9	26.2	16.8	34.0	33.7	9.7	15.2	5.9	27.4
MIDDLE ATLANTIC																				
New Jersey	5,545.0	3.2848	1,646.8	4,764.1	11,840,516	4.1722	2,135	7,190	1,917.8	6,176	19.4	4.8	22.0	12.4	36.8	31.8	13.3	18.1	8.5	32.9
New York	16,351.7	9.6867	4,991.6	13,960.4	31,252,937	11.0126	1,911	6,261	5,476.1	5,707	22.1	5.6	23.7	13.7	34.3	30.5	11.8	16.4	8.1	33.8
Pennsylvania	11,119.8	6.5874	3,189.8	7,856.8	19,464,219	6.8586	1,750	6,102	3,758.3	5,179	23.8	7.0	26.5	17.6	34.2	34.9	10.0	16.0	5.5	24.6
	33,016.5	19.5589	9,828.2	26,581.3	62,557,672	22.0434	1,895	6,365	11,151.5	5,610	22.2	5.9	24.3	14.6	34.8	32.1	11.4	16.6	7.3	30.8
EAST NORTH CENTRAL																				
Illinois	9,488.6	5.6210	2,937.1	7,507.2	19,543,873	6.8867	2,060	6,654	3,306.2	5,911	21.6	5.6	22.5	13.1	35.6	32.0	12.5	17.7	7.8	31.6
Indiana	4,411.5	2.6134	1,344.4	2,764.5	7,779,950	2.7414	1,764	5,787	1,565.4	4,970	25.1	7.5	25.1	17.0	35.0	36.5	9.8	16.1	5.0	22.9
Michigan	7,452.1	4.4147	2,162.3	5,283.7	13,504,032	4.7584	1,812	6,245	2,458.8	5,492	21.9	6.0	21.8	13.6	38.2	38.5	12.1	18.3	6.0	28.8
Ohio	9,044.7	5.3580	2,705.0	6,383.2	17,124,205	6.0340	1,893	6,331	3,184.0	5,378	22.8	6.4	24.3	15.5	36.2	35.6	10.8	16.8	5.9	25.7
Wisconsin	3,729.3	2.2092	1,082.4	2,202.7	6,180,601	2.1778	1,657	5,710	1,247.6	4,954	24.7	7.3	25.0	16.5	35.1	35.8	9.9	15.9	5.3	24.5
	34,126.2	20.2163	10,231.2	24,141.3	64,132,661	22.5983	1,879	6,268	11,761.9	5,453	22.8	6.3	23.4	14.7	36.2	34.8	11.3	17.2	6.3	27.0
WEST NORTH CENTRAL																				
Iowa	2,688.9	1.5929	826.1	1,367.4	4,255,166	1.4994	1,582	5,151	930.2	4,575	28.3	9.0	27.1	19.3	31.6	34.7	8.5	14.7	4.5	22.3
Kansas	2,109.0	1.2494	669.0	1,225.6	3,314,208	1.1678	1,571	4,954	727.1	4,558	30.0	9.5	27.1	19.5	30.3	33.4	7.8	13.5	4.8	24.1
Minnesota	3,238.8	1.9186	934.7	1,817.2	5,049,580	1.7794	1,559	5,402	1,053.4	4,793	26.4	8.0	26.3	17.8	33.1	34.8	9.1	15.0	5.1	24.4
Missouri	4,263.0	2.5254	1,338.4	2,745.3	6,862,167	2.4180	1,610	5,127	1,536.6	4,466	33.2	11.1	26.9	20.5	28.0	32.6	7.5	13.8	4.4	22.0
Nebraska	1,403.8	.8316	431.6	714.3	2,132,646	.7515	1,519	4,941	489.1	4,361	30.3	10.0	29.3	22.0	28.9	33.3	7.4	13.4	4.1	21.3
North Dakota	636.2	.3769	170.6	204.1	843,904	.2974	1,326	4,947	196.2	4,301	33.5	11.4	26.1	20.0	27.2	32.1	8.2	15.3	5.0	21.2
South Dakota	681.8	.4039	198.4	261.1	894,118	.3150	1,311	4,507	222.2	4,023	35.4	12.7	26.9	21.9	26.5	33.1	7.1	13.9	4.1	18.4
	15,021.5	8.8987	4,568.8	8,335.0	23,351,789	8.2285	1,555	5,111	5,154.8	4,530	30.3	9.8	27.1	19.8	30.0	33.6	8.0	14.2	4.6	22.6
SOUTH ATLANTIC																				
Delaware	398.4	.2360	115.7	249.8	746,474	.2630	1,874	6,452	132.6	5,629	27.8	7.2	25.5	15.0	30.2	27.4	9.8	14.0	6.7	36.4
District of Columbia	868.2	.5143	254.7	868.2	1,958,222	.6900	2,255	7,688	375.0	5,222	23.7	6.8	26.7	17.1	30.8	30.6	11.1	17.4	7.7	28.1
Florida	3,929.3	2.3277	1,153.3	2,687.6	5,852,656	2.0623	1,489	5,075	1,384.0	4,229	36.6	12.9	28.8	22.8	24.1	29.6	6.3	12.2	4.2	22.5
Georgia	3,739.1	2.2150	979.4	1,874.0	4,909,921	1.6949	1,286	4,911	1,216.7	3,953	41.1	15.9	28.2	24.6	21.8	29.3	5.5	11.6	3.4	18.6
Maryland	2,875.4	1.7034	769.3	1,980.6	4,662,490	1.6429	1,622	5,555	906.9	5,141	25.0	7.0	24.5	15.5	32.1	31.4	11.3	17.5	7.1	28.6
North Carolina	4,409.7	2.6123	1,077.5	1,592.4	5,074,557	1.7881	1,151	4,710	1,322.1	3,838	39.7	15.4	29.5	25.9	22.4	30.3	5.4	11.5	3.0	16.9
South Carolina	2,347.6	1.3907	581.8	890.1	2,470,222	.8705	1,052	4,246	691.0	3,575	42.6	17.2	28.1	25.7	21.5	30.3	5.2	11.4	2.6	15.4
Virginia	3,728.9	2.2099	952.5	1,769.9	5,410,832	1.9065	1,451	5,680	1,186.2	4,561	33.4	10.9	27.4	20.2	26.1	29.7	8.3	14.9	4.8	24.3
West Virginia	1,964.4	1.1638	512.1	731.0	2,555,894	.9006	1,301	4,991	596.4	4,286	30.9	10.9	30.5	24.2	26.4	34.7	6.8	13.1	3.4	17.1
	24,261.9	14.3722	6,423.3	12,643.6	33,541,068	11.8188	1,383	5,222	7,811.0	4,294	35.3	12.2	28.1	22.0	25.2	30.4	7.1	13.5	4.3	21.9
EAST SOUTH CENTRAL																				
Alabama	3,132.3	1.8555	816.6	1,557.5	3,509,356	1.2365	1,120	4,298	936.6	3,747	42.8	17.5	28.7	26.5	20.9	29.8	5.0	11.2	2.6	15.0
Kentucky	3,031.2	1.7956	831.6	1,262.5	3,615,451	1.2739	1,193	4,348	945.0	3,826	39.3	15.1	29.3	25.4	22.8	30.5	5.5	11.5	3.1	17.5
Mississippi	2,144.7	1.2705	560.1	716.6	1,981,666	.6982	924	3,538	537.7	3,107	55.0	27.0	26.0	28.9	14.1	24.1	3.1	8.4	1.8	11.6
Tennessee	3,457.6	2.0483	930.7	1,637.2	4,226,292	1.4892	1,222	4,541	1,075.0	3,931	40.0	15.5	29.3	25.7	22.2	30.0	5.4	11.6	3.1	17.2
	11,765.8	6.9699	3,139.0	5,173.8	13,332,765	4.6978	1,133	4,247	3,594.2	3,709	43.2	17.6	28.6	26.3	20.6	29.2	4.9	11.0	2.7	15.9
WEST SOUTH CENTRAL																				
Arkansas	1,813.5	1.0744	506.4	713.4	1,901,175	.6699	1,048	3,754	553.7	3,434	48.4	21.6	28.3	28.4	17.4	27.1	3.7	9.2	2.2	13.7
Louisiana	3,018.8	1.7884	824.8	1,787.6	3,851,591	1.3572	1,276	4,670	928.0	4,150	38.9	14.0	27.5	22.4	23.1	29.0	6.5	12.9	4.0	21.7
Oklahoma	2,255.0	1.3359	676.9	1,328.0	3,210,878	1.1314	1,424	4,744	739.8	4,340	35.1	12.2	27.2	21.4	26.8	32.5	6.9	13.2	4.0	20.7
Texas	9,185.3	5.4414	2,594.7	6,484.4	13,994,544	4.9313	1,524	5,394	3,022.8	4,630	31.8	9.9	26.1	18.5	28.5	30.9	8.3	14.1	5.3	26.6
	16,272.6	9.6401	4,602.8	10,313.4	22,958,188	8.0898	1,411	4,988	5,244.3	4,378	35.3	11.9	26.7	20.3	26.1	30.5	7.3	13.4	4.6	23.9
MOUNTAIN																				
Arizona	1,096.1	.6493	306.2	682.3	1,596,824	.5627	1,457	5,215	356.0	4,486	35.2	12.1	24.9	19.2	28.5	33.9	7.1	13.3	4.3	21.5
Colorado	1,616.9	.9578	493.2	1,068.3	2,520,458	.8882	1,559	5,110	554.8	4,543	32.0	10.2	25.9	18.6	29.1	32.2	8.0	14.0	5.0	25.0
Idaho	626.3	.3711	180.9	286.9	859,761	.3029	1,373	4,753	196.0	4,387	28.5	9.4	27.1	20.1	31.4	36.0	8.3	15.0	4.7	19.5
Montana	641.7	.3802	205.3	309.3	1,092,319	.3849	1,702	5,321	217.7	5,017	26.8	8.0	25.0	16.7	33.5	34.6	9.1	14.8	5.8	25.9
Nevada	260.7	.1544	81.4	155.2	547,582	.1930	2,100	6,727	107.7	5,086	25.4	7.2	23.3	15.0	34.4	34.0	11.1	17.3	5.8	26.5
New Mexico	837.0	.4959	220.1	503.1	1,170,373	.4124	1,398	5,317	251.4	4,656	31.2	9.7	26.1	18.2	28.8	31.1	8.6	14.7	5.3	26.3
Utah	822.3	.4871	225.3	525.2	1,205,311	.4247	1,466	5,350	243.7	4,945	22.5	6.7	24.8	16.8	38.5	39.9	9.6	15.7	4.6	20.9
Wyoming	319.7	.1894	85.9	172.4	540,102	.1904	1,689	5,632	115.1	4,691	27.6	8.5	22.4	15.6	34.3	36.8	10.1	17.0	5.6	22.1
	6,220.7	3.6852	1,808.3	3,702.7	9,532,729	3.3592	1,532	5,272	2,295.8	4,668	29.8	9.4	25.2	18.0	31.5	34.3	8.5	14.7	5.0	23.6
PACIFIC																				
California	13,906.1	8.1799	4,566.8	11,317.9	28,085,427	9.8964	2,034	6,150	5,151.7	5,452	24.6	6.8	22.9	14.5	34.5	33.3	11.4	17.3	6.6	28.1
Oregon	1,755.0	1.0396	571.2	912.3	2,831,923	.9979	1,614	4,958	615.5	4,601	28.1	8.8	22.8	16.2	34.1	37.3	9.7	16.7	5.3	21.0
Washington	2,658.8	1.5750	859.3	1,699.1	4,995,753	1.7604	1,879	5,814	986.8	5,063	26.3	7.7	22.4	14.8	35.5	36.2	10.4	16.7	5.4	24.6
	81,221.9	10.7945	5,997.3	13,929.3	35,913,103	12.6547	1,971	5,988	6,754.1	5,317	25.2	7.1	22.8	14.8	34.6	34.0	11.1	17.2	6.3	27.1
TOTAL U.S.A.	168,805.3	100	49,478.9	112,525.4	283,793,829	100	1,681	5,736	56,945.8	4,984	28.1	8.4	25.4	17.2	31.4	32.8	9.5	15.6	5.6	26.0
ALASKA	210.3	.1246	44.6	59.7	521,267	.1837	2,479	1,1688	107.0	4,871	31.1	9.4	24.7	16.9	21.0	22.1	14.7	24.4	8.5	27.2
HAWAII	585.6	.3487	145.4	349.3	905,809	.3191	1,539	6,230	188.9	4,795	32.5	9.7	25.6	17.4	25.7	26.8	9.5	15.7	6.7	30.4



HOW FAMILY CIRCLE MAGAZINE PUTS YOU IN SUBURBIA

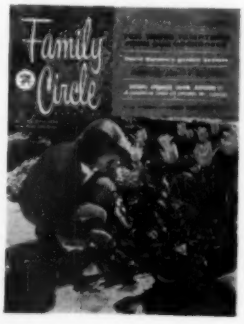
Look at the latest data on county-by-county population, retail sales, construction indexes. You'll find the buying power is moving. Where? Compare suburban with city counties!

Supermarket chains move with the buying power. At the end of 1956 the chains selling Family Circle had 7,300 stores in the U.S. and Canada. In 1947 these same chains had 9,900 stores. During the 1947-1956 period they *closed* 5,000 of their old stores, while *opening* only 2,400 new ones.

Significance? The chains have been moving... *to vital new suburban locations!* Result? The dollar volume of these chains has risen from $3.2 billion in 1947 to over $6 billion in 1956. Thus, with a net loss of 2,600 stores, the chains have *increased* their gross sales by nearly $3 billion.

Family Circle moves right with its chains. Where the chains go, *so goes Family Circle!* Family Circle moves *automatically* with its chains to today's dynamic, growing suburban markets. No wonder circulation has skyrocketed from 1,214,507 in 1947 to over 4,000,000 today.

Sources: Family Circle Research Department; Moody's Industrials.



FAMILY CIRCLE SELLS EXACTLY WHERE THE BUYING POWER IS!

advertising representatives:
New York • Judson 2-1900 Chicago • Randolph 6-0828
San Francisco • Douglas 2-6256
Los Angeles • Webster 6-8114

Summary of All Data by States and Sections

RETAIL SALES— SM ESTIMATES, 1956

SECTIONS and STATES	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Family Retail Sales	SALES & ADVERTISING CONTROLS: Buying Power Index	Quality Index	Index of Sales Production	NINE STORE GROUPS (add 000): Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Appl.	Auto-motive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
NEW ENGLAND															
Connecticut	3,181,074	1.6525	4,706	1.6764	122	121	747,679	222,821	333,176	238,867	187,185	539,158	183,256	205,604	107,286
Maine	1,028,603	.5344	4,016	.5019	94	100	266,682	43,942	122,585	56,867	39,144	183,604	71,425	54,617	29,386
Massachusetts	6,112,703	3.1753	4,249	3.1362	107	109	1,520,327	464,640	852,678	463,643	290,680	920,764	300,716	323,493	199,627
New Hampshire	859,664	.3427	4,045	.3239	98	104	170,754	34,007	57,541	39,918	27,087	117,035	46,409	37,224	16,106
Rhode Island	927,945	.4821	3,847	.5077	104	99	211,770	67,877	116,093	76,887	42,263	154,401	53,303	54,033	35,210
Vermont	429,415	.2231	4,082	.2047	92	100	100,894	19,093	41,757	20,954	19,526	82,979	29,283	27,510	9,786
	12,339,404	6.4101	4,285	6.3508	108	109	3,018,106	852,380	1,523,830	897,136	605,885	1,997,941	684,392	702,481	397,371
MIDDLE ATLANTIC															
New Jersey	6,772,100	3.5179	4,112	3.7984	116	107	1,689,341	630,436	704,290	537,457	391,660	1,085,128	377,259	407,732	173,318
New York	19,813,724	10.2926	3,969	10.5314	109	106	4,996,779	2,047,960	2,386,853	2,064,258	1,160,689	2,595,093	823,598	933,001	527,277
Pennsylvania	12,087,309	6.2789	3,789	6.6305	101	95	2,882,195	898,961	1,858,325	846,303	667,596	2,056,060	680,362	661,181	341,583
	38,673,133	20.0894	3,935	20.9603	107	103	9,568,315	3,577,357	4,959,468	3,448,018	2,219,945	5,736,281	1,881,219	2,001,914	1,042,188
EAST NORTH CENTRAL															
Illinois	12,262,239	6.3699	4,175	6.4785	115	113	2,628,337	1,092,416	1,954,302	880,728	592,003	2,022,046	712,738	850,144	383,856
Indiana	4,984,414	2.5892	3,708	2.6702	102	99	1,061,867	347,691	622,375	267,896	256,937	973,189	375,286	450,641	168,511
Michigan	9,158,397	4.7575	4,235	4.6894	106	108	2,131,748	643,127	1,129,992	548,616	468,281	1,916,784	678,963	697,413	364,848
Ohio	11,672,982	6.0638	4,315	5.9078	110	113	2,759,387	909,017	1,603,382	661,772	614,157	2,135,427	786,955	884,340	365,977
Wisconsin	4,386,128	2.2784	4,052	2.2143	100	103	932,258	411,938	542,470	231,162	206,063	743,940	310,809	428,594	117,598
	42,464,160	22.0588	4,150	21.9602	109	109	9,513,597	3,404,189	5,852,521	2,588,174	2,137,441	7,791,386	2,864,751	3,291,132	1,400,790
WEST NORTH CENTRAL															
Iowa	3,234,643	1.6803	3,916	1.5723	99	105	604,233	191,461	323,595	153,526	148,898	580,275	246,749	473,569	89,905
Kansas	2,286,759	1.1879	3,418	1.1902	95	95	487,873	115,891	200,852	106,887	114,395	499,935	191,482	269,498	82,296
Minnesota	3,754,444	1.9503	4,017	1.8585	97	102	738,398	264,028	542,409	209,186	163,656	635,635	254,012	448,590	111,713
Missouri	4,873,955	2.5319	3,642	2.4737	98	100	993,276	318,964	790,594	262,511	236,128	868,438	345,122	385,167	183,256
Nebraska	1,658,659	.8616	3,843	.8005	96	104	302,336	119,679	187,191	78,605	78,925	303,928	139,502	229,934	51,779
North Dakota	704,099	.3658	4,127	.3338	89	97	114,747	55,157	71,698	33,378	24,875	136,982	47,967	146,887	20,286
South Dakota	671,339	.3487	3,384	.3429	85	86	117,505	43,217	67,335	27,576	22,152	134,886	51,758	121,582	20,139
	17,183,898	8.9265	3,761	8.5719	96	100	3,358,368	1,108,397	2,183,674	871,667	789,029	3,160,079	1,276,592	2,075,227	559,376
SOUTH ATLANTIC															
Delaware	544,133	.2827	4,703	.2635	112	120	102,844	30,982	63,267	34,523	29,766	81,338	32,246	31,121	16,052
District of Columbia	1,348,062	.7002	5,293	.6579	128	136	241,884	116,985	222,761	114,656	74,006	213,498	64,783	32,553	62,844
Florida	5,279,952	2.7428	4,578	2.3195	100	118	1,170,947	451,913	508,226	409,421	302,571	1,030,378	375,514	378,209	190,146
Georgia	3,470,897	1.8030	3,544	1.8314	83	81	772,087	158,865	523,657	203,702	172,763	679,910	276,322	224,282	117,317
Maryland	3,116,108	1.6187	3,913	1.6478	97	95	754,509	272,614	469,409	159,521	133,277	496,754	199,963	191,589	120,083
North Carolina	4,018,510	2.0875	3,729	2.0428	78	80	843,604	184,441	582,049	248,176	229,205	766,190	323,629	299,799	122,767
South Carolina	1,738,595	.9031	2,988	.9843	71	65	419,672	69,021	209,042	103,905	108,328	344,436	153,816	122,508	57,262
Virginia	3,458,355	1.7965	3,631	1.9340	88	81	785,393	191,985	468,794	201,500	169,625	641,936	271,968	204,310	117,302
West Virginia	1,651,701	.8580	3,225	.9404	81	74	414,617	88,250	271,726	100,924	85,911	299,219	121,578	91,021	45,995
	24,626,333	12.7925	3,834	12.6218	88	89	5,505,557	1,545,036	3,318,931	1,576,328	1,305,452	4,553,659	1,819,819	1,575,372	8,497,788
EAST SOUTH CENTRAL															
Alabama	2,392,130	1.2426	2,929	1.3621	73	67	583,189	104,800	318,883	152,342	126,299	495,267	174,407	148,209	73,744
Kentucky	2,394,352	1.2438	2,879	1.3692	76	69	582,989	158,658	305,371	134,257	111,210	471,284	168,238	190,557	83,058
Mississippi	1,480,713	.7692	2,644	.8339	66	61	327,134	59,423	179,985	91,890	69,555	316,036	126,698	119,535	47,940
Tennessee	3,026,106	1.5720	3,251	1.6258	79	77	686,291	143,305	442,056	193,202	151,350	615,036	232,636	212,239	87,181
	9,293,301	4.8276	2,961	5.1910	74	69	2,159,603	466,186	1,246,295	571,691	458,414	1,897,623	699,979	668,540	291,923
WEST SOUTH CENTRAL															
Arkansas	1,428,316	.7420	2,821	.7724	72	69	312,795	65,133	168,395	75,225	63,031	303,039	103,858	131,739	43,453
Louisiana	2,762,469	1.4350	3,349	1.4668	82	80	571,981	199,582	410,779	190,709	154,231	525,404	202,597	210,380	98,069
Oklahoma	2,342,040	1.2166	3,460	1.1978	90	91	524,051	131,333	288,195	131,607	114,483	504,721	187,920	216,540	85,247
Texas	10,042,661	5.2169	3,870	5.1190	94	96	2,218,506	548,043	1,267,961	592,184	466,805	2,152,811	758,286	807,657	327,912
	16,575,486	8.6105	3,601	8.5560	89	89	3,627,243	9,440,091	2,135,330	989,725	798,550	3,485,975	1,252,661	1,366,316	554,681
MOUNTAIN															
Arizona	1,217,435	.6324	3,976	.6009	93	97	279,120	95,125	140,020	60,732	67,576	210,742	117,455	116,152	45,095
Colorado	1,983,348	1.0303	4,021	.9447	99	108	426,616	138,767	252,584	95,456	104,779	390,042	151,988	171,545	68,355
Idaho	738,280	.3835	4,081	.3407	92	103	150,449	50,857	85,563	30,189	34,547	150,122	60,105	89,723	22,543
Montana	820,826	.4264	3,998	.3964	104	112	160,605	82,813	74,738	38,607	33,649	163,096	62,155	105,218	22,827
Nevada	412,222	.2141	5,064	.1916	124	139	80,467	48,037	41,027	25,986	18,647	72,747	44,089	24,090	21,913
New Mexico	922,745	.4793	4,192	.4492	91	97	196,422	70,549	109,188	45,393	41,136	184,152	89,884	70,952	25,880
Utah	869,214	.4515	3,858	.4452	91	93	177,251	51,479	128,614	43,187	45,013	168,048	80,449	66,539	32,237
Wyoming	399,135	.2074	4,162	.1953	103	110	80,560	35,735	35,681	17,162	15,750	59,222	37,648	37,286	13,956
	7,383,205	3.8249	4,072	3.5640	97	104	1,551,490	573,362	867,415	356,712	361,097	1,426,171	643,773	681,505	282,806
PACIFIC															
California	18,722,937	9.7259	4,100	9.5020	116	119	4,495,289	1,517,184	2,214,934	1,178,282	1,186,295	3,201,156	1,457,600	1,159,112	611,387
Oregon	2,120,233	1.1014	3,712	1.0373	100	106	499,780	146,067	270,966	95,400	97,014	394,684	167,337	166,065	58,363
Washington	3,142,458	1.6324	3,657	1.6849	107	104	708,600	223,097	460,857	147,001	150,366	497,109	227,301	232,074	107,606
	23,985,628	12.4597	3,999	12.2242	113	115	5,703,669	1,886,348	2,946,757	1,420,683	1,433,675	4,092,949	1,852,238	1,557,251	7,773,356
TOTAL U.S.A.	192,504,548	100	3,891	100.0000	100	100	44,005,948	14,357,348	25,034,221	12,700,134	10,109,488	34,142,064	12,975,424	13,919,738	6,156,259
ALASKA	202,498	.1052	4,540	.1482	119	84	46,748	27,075	28,013	14,025	9,264	26,938	11,799	8,851	8,880
HAWAII	478,740	.2487	3,293	.3039	87	71	123,761	48,592	75,266	29,476	25,429	83,347	34,320	7,771	14,738

In Philadelphia, buying begins at home



The Bulletin goes home...delivers more copies to more people every seven days in Greater Philadelphia than any other newspaper

Whether it's a new dress or hat, or any one of a thousand things, people of the prosperous 14-county Greater Philadelphia market get ideas—*buying ideas*—when they're relaxed at home and going through the pages of their family newspaper—The Evening and Sunday Bulletin. And now advertisers can give their sales message the added impact of ***R.O.P. spot and full COLOR*** —evening and Sunday—*seven days a week!*

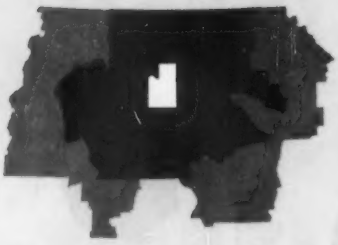
The Bulletin exerts a powerful influence on the buying habits of its readers. Philadelphians like The Bulletin. They buy it, read it, trust it and respond to the advertising in it. The Bulletin is Philadelphia's *home* newspaper.

Advertising Offices: Philadelphia, 30th and Market Streets • New York, 342 Madison Avenue • Chicago, 520 N. Michigan Avenue

Representatives: Sawyer Ferguson Walker Company. Detroit • Atlanta Los Angeles • San Francisco • Seattle

In Philadelphia nearly everybody reads The Bulletin

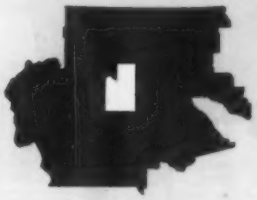
the Spokane Market is



Total Spokane Market

Effective Income: $1,800,456,000
Retail Sales: $1,313,678,000
Families: 336,300 (Population: 1,084,600)

The Spokesman-Review and Spokane Daily Chronicle reach 5 out of 10 families.



Retail Trading Zone*

Effective Income: $1,108,219,000
Retail Sales: $ 773,391,000
Families: 193,600 (Population: 628,100)

The Spokesman-Review and Spokane Daily Chronicle reach 8 out of 10 families.



Metropolitan Spokane

Effective Income: $484,789,000
Retail Sales: $336,760,000
Families: 85,000 (Population: 261,000)

The Spokesman-Review and Spokane Daily Chronicle reach 10 out of 10 families.

Totals are cumulative
Population, households, income, sales: Sales Management, 1956
Circulation: ABC Audit Report, March 31, 1956
*24 complete counties shown. Latest data, with exception of circulation, unavailable for parts of counties defined by ABC

If you're measuring markets by metropolitan areas, better go cautiously when you come to Spokane.



Measuring this big market in terms of metropolitan data is like fitting diapers on the Aga Khan. It just can't be done.



Why? Because the isolated Spokane region is one of the West's largest natural marketing areas --an integrated trade entity the size of New England . . . but in the very heart of the Pacific Northwest





Walled in on all sides by giant mountain ranges . . . and separated from surrounding markets by great distances . . . it conforms ideally to the logic of geography and distribution patterns.



More than a metropolitan area, this vast market is composed of hundreds of prosperous cities and towns and rich farm communities.



4 times as big as it looks



Population is over a million . . . income is close to two billion  (4% above the U. S. per capita average) . . . and sales are well over a billion (8% above the U. S. per capita average!) 

Measured by any market index you choose,  it's four times as big as it's metropolitan area. And you *sell it all,* when you sell Spokane!

For not only do Spokane's two big daily newspapers --The Spokesman-Review and Spokane Daily Chronicle-- furnish complete coverage of metropolitan Spokane, they blanket the entire Spokane Market, too. 

Throughout one of the largest areas served by any daily newspaper in the country, these two  big newspapers enter one out of every two households!

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine



To cover the vast Spokane Market, delivery trucks of The Spokesman-Review and Spokane Daily Chronicle travel a distance equal to three times around the world every week.



More than 2400 carrier-salesmen in hundreds of cities and towns throughout the Spokane Market provide 9 out of 10 subscribers with home delivery service.

Advertising Representatives: Cresmer & Woodward, Inc.
Sunday Spokesman-Review carries Metro Sunday Comics and This Week magazine.



Your sales message reaches nine out of every ten U.S. children aged 7 to 17, when it runs in Dell Comics.

No other single medium gives you such complete coverage of the children's market, because there just isn't any other medium that reaches as many youngsters and holds their attention so completely month after month.

Added to a 14,000,000 circulation guarantee, an almost incalculable pass-on readership delivers a staggering total of children who are constant Dell Comics readers. Add to Dell's world famous and best-beloved-by-children titles, the wholehearted approval of parents, teachers and churchmen...and you see why Dell Comics are unmatched for selling *your* products to children.

DELL COMIC GROUP

Dell Comics are Good Comics

DELL PUBLISHING COMPANY, INC., 261 FIFTH AVENUE, NEW YORK 16, N.Y.

National Market Data Sources

Special Market Studies in Consumer and Trade Fields that Supplement and Complement Survey of Buying Power Data

In this *Survey of Buying Power* the editors of SALES MANAGEMENT provide more useful, exclusive, up-dated data than are available from any other source, but there are limits beyond which they cannot go—limits as to physical size of the book, limits as to knowledge and accessibility to sources.

Knowing of the world of sound research material available through other publishers, they asked those in the national consumer field, and in the business paper merchandising field, to submit market studies which would supplement and complement the *Survey* data, and which are available for general distribution.

From the hundreds of booklets received, the editors have selected the following as being particularly helpful for the specific fields mentioned under the headings that follow.

For industrial sellers, there will be a similar list of recommendations in the July 10 *Survey of Industrial Buying Power.*

The list that follows is confined to national media. There are, in addition, hundreds of wonderfully helpful market data books availabe on local markets which may be obtained either direct from newspapers, TV and radio stations or through their representatives.

In requesting copies of the booklets mentioned below, please direct your inquiry to the listed publishers—not to SALES MANAGEMENT.

ALCOHOLIC BEVERAGES

Johnson Publishing Company, 1820 South Michigan Avenue, Chicago 16, Illinois. "Fourth Urban Negro Alcoholic Beverage Market Study" made by **Ebony** and **Jet** Magazines. Compares total beverage brand standings in major markets and the preferences for those brands in Negro communities of the same cities.

Newsweek, 152 West 42nd Street, New York 36, New York. "How Liquor Advertisers Spent Their Magazine Advertising Dollars." This is a complete breakdown of all advertising of hard liquor, by types of liquor, and by 39 magazines.

True Magazine, 67 West 44th Street, New York 36, New York. "Tenth Liquor Report, January-June, 1956." Shows by states consumption of 12 major types of liquor 1956 versus 1955; from the same publisher, "1956 Liquor Report." A breakdown of leading markets, by rank, for each type of liquor; also from the same publisher "1956 Beer and Wine Report." A state by state record with annual comparisons of the consumption of both beverages.

APPAREL

Seventeen, 488 Madison Avenue, New York 22, New York. "Footware Survey". A study of 1,206 questionnaires turned in by members of **Seventeen**'s Consumer Panel giving details of their shoe wardrobe; from the same magazine, "Lingerie and Foundation Garment Survey." Teenage ownership and purchasing patterns in this field; also discloses at which age girls begin to wear girdles and bras.

True, 67 West 44th Street, New York 36, New York. Male Waredrobe Facts." Data on annual expenditures for major men's wear items, summary of ownership, place of purchase, etc.

APPLIANCES

Electrical Merchandising, 330 West 42nd Street, New York 36, New York, "1957 Statistical and Marketing Issue." A reprint of statistical data from the magazine's January, 1957 issue with such features as ten year sales of appliances and radio-TV in both dollars and units, each state's share, retail sales by months, etc.

The Farmer, St. Paul, Minnesota. "Survey of 3,000 Upper Midwest Farm Homes on Household Appliances." This October 1956 survey shows not only total ownership but breakdowns of individual brands, all leading appliances, for farm families in Minnesota, North Dakota and South Dakota.

Macfadden Publications, Inc., 205 East 42nd Street, New York 17, New York. "1956 Home Appliance Market Among Wage Earner Families." Ownership and buying plans with special section on the replacement market.

Nation's Business, 711 Third Avenue, New York 17, New York. "Survey of Buying Plans Among Electrical Appliance Dealers." This survey shows buying plans of electrical appliance dealers for such items as store fronts, interiors, office equipment, trucks, etc.

Successful Farming, Des Moines 3, Iowa. "How to Sell More Appliances to Farm Families." This is a kit including a number of items designed to help dealers sell more appliances to farm families—but with considerable helpful information for manufacturers.

Tourist Court Journal, Temple, Texas. "Survey on Television in the Tourist Court-Motel Market." Data on a growing but far from saturated field—53.9% furnish television sets for guests.

AUTOMOTIVE

Fortune, 9 Rockefeller Plaza, New York 20, New York. "Fortune Annual Car Survey." This tenth annual **Fortune** survey shows how subscribers feel about their most recent purchases, the alarming extent to which these purchases were **not** contacted by salesmen.

Outdoor Life, 353 Fourth Avenue, New York 10, New York. "Survey of Automobile Ownership and Purchasing Plans." Valuable data not only on purchases and plans but on miles covered on pleasure and recreation trips by sports enthusiasts.

Popular Mechanics, 200 East Ontario Street, Chicago, Illinois. "1956 Automotive Study." The sixth annual study of preferences not only for new cars, but for various accessories and replacement parts.

Popular Science, 353 Fourth Avenue, New York 10, New York. "A Survey of Men, Automobiles, Automotive Parts & Accessories." This report is a special supplement to the 50th Starch Consumer Magazine Report on makes being considered in next two years, grade of engine oil preferred, etc; also "Survey of Reading Habits Among Auto Mechanics." Shows where science-mechanical magazines stand with auto parts and accessory dealer outlets.

Practical Builder, 5 South Wabash Avenue, Chicago 3, Illinois. "Study of Light Construction Industry Market for Tractors and Tractor Attachments." A nation-wide study of tractor type earth-moving equipment.

Time, 9 Rockefeller Place, New York 20, New York. "The Market for Automotive Products Among Time Subscriber Families." Cars they own, plan to buy, car rental services, projection of replacement equipment purchases.

Tourist Court Journal, Temple, Texas. "Survey on Automotive Vehicles in the Tourist-Court Motel Market." Interesting data: 94% own passenger cars, 91% trucks, 97% tractors, 5% airplanes.

U. S. News & World Report, 24th & N Streets, N. W., Washington 7, D. C. "The People Buying New Automobiles **Today.**" A marketing report on 18 studies among family buyers of new cars of each of the principal makes—their characteristics, car buying habits, magazines they read.

BEAUTY AIDS

Dell Publishing Company, 261 Fifth Avenue, New York 16, New York. "19th Survey of Beauty." This 100 page book shows percent usage by brands for 83 types of cosmetic products.

Farm Journal, Washington Square, Philadelphia 5, Pa., Three brand study reports are available on acceptance and use among female subscribers to this farm magazine; they deal with home permanents, hand preparations and shampoos.

Fawcett Women's Group, 67 West 44th Street, New York 36, New York. "15th Annual Beauty Reader Forum" gives ten year trends of branded beauty products: also available is "Health and

Beauty Aids—Cosmetics and Toiletries, Super Market Edition." This booklet gives information on place of purchase for leading brands, with information taken from the Fawcett Beauty Reader Forum.

Redbook Magazine, 230 Park Avenue, New York 17, New York. "Home Permanent Wave Kits." A study of the industry and the market. This is a valuable study of the history and development of leading brands in this field, a breakdown of their advertising expenditures, purchases by age groups, etc.; a similar study on deodorants is being released this spring.

Seventeen, 488 Madison Avenue, New York 22, New York. "Beauty Habits and Product Preferences of the Young Woman Under Twenty." Shows results of a national survey conducted by Eugene Gilbert & Company.

BUILDING MATERIALS

American Lumberman, 139 North Clark Street, Chicago 2, Illinois. "Today's Retail Lumber Dealer . . . How to Sell Through Him." In addition to basic building materials, lumber dealers sell ever increasing proportions of the nation's hardware, hand and power tools, paint, wallpaper, lawn and garden supplies, floor coverings, appliances, heating, plumbing, air conditioning equipment; also available is "Data File Folder." Includes five studies on the market.

Practical Builder, 5 South Wabash Avenue, Chicago 3, Illinois. "Product Survey of Hardware, Paint, Waterproofing." A study of purchase and use of these products in new home building; also available a similar study on "Windows, Screens, and Screen Wire and Storm Sash."

Macfadden Publications, Inc., 205 East 42nd Street, New York 17, New York. "Picture a House." This has special emphasis on the dwelling of wage earners and what they are doing about it, with both general information and special data on heating equipment, air conditioning, care of outside walls and roofing, interior painting and papering, etc.

Mid West Farm Paper Unit, 250 Park Avenue, New York 17, New York. "Mid West Farm Building and Remodeling;" A consolidated 1956 study of the five publications of this unit with information on the amount and type of building and remodeling done and the intentions of farm families to build and remodel during the next three years.

Nation's Business, 711 Third Avenue, New York 17, New York. "A Survey of Buying Plans Conducted Among Building Material Dealers." This covers purchasing plans on such items as store fronts, interiors, office equipment and trucks.

Saturday Evening Post, Independence Square, Philadelphia 5, Pa. "Survey Among Retail Lumber Dealers." A study sponsored jointly with National Retail Lumber Dealers Association on merchandising services rendered, dealer opinions on selling services of manufacturers, lines of merchandise handled, etc.

CIGARETTES

Redbook Magazine, 230 Park Avenue, New York 17, New York. "Notes On The Industry, Cigarette Consumption and Smoking Habits." A 1956 report giving industry background—and brought up to date—the changing cigarette market, the health issue, distribution and packaging developments, etc.

COLLEGE MARKET

Playboy Magazine, 232 East Ohio Street, Chicago 11, Illinois. "Playboy Reader Survey." This analyzes the complete market, but with special emphasis on college readers—their favorite brands of many products.

Seventeen, 488 Madison Avenue, New York 22, New York. "The College Freshman Story, Report 5." gives both buying and reading habits of girls entering their first year of college— wardrobes, purchases for fun and work, room furnishings, etc. based on survey made by Eugene Gilbert & Company.

Time, 9 Rockefeller Plaza, New York 20, New York. "The U. S. College Market—the Fastest Growing Market in America." In 50 years college enrollments have increased eleven-fold and the graduate population has skyrocketed from less than a half million to seven millions. Contains interesting list of companies aggressively in the market for college seniors.

DRUG PRODUCTS

Fawcett Women's Group, 67 West 44th Street, New York 36, New York. "1956 Medicine Chest Inventory." A study based on 816 questionnaires, with returns analyzed by John Felix Associates. Shows family percentage of use and place of purchase of scores of medicine chest items.

Parents' Magazine, 52 Vanderbilt Avenue, New York 17, New York. "Dental Care Survey." A research study on habits, frequencies, factors influencing brand choices, leading brands, etc.

FARM MARKET

Mid West Farm Paper Unit, 250 Park Avenue, New York 17, New York. (Also Chicago, San Francisco, Los Angeles) "1957 Buying Intentions of Farm Families in 8 Mid West States." An analysis of replies from 4,159 farm families with percentages of planned purchases projected to the "universe" of the publishing group. An annual study which has been remarkably accurate; also available "Your Golden Sales Opportunity." A study of the growth of farming in a five state area.

Wallace's Farmer and Iowa Homestead, Des Moines, Iowa. "InFARMation Please!" A study with distribution restricted to prospective farm paper advertisers and their agencies based upon a study by the Statistical Laboratory of Iowa State College, 202 pages of data. See also under distribution type headings other studies on the farm market.

FOOD STORE PRODUCTS

American Weekly, 63 Vesey Street, New York 7, New York. "Who's Who in Grocery Stores." A valuable study giving the top ranking retail food advertisers in 113 important city markets; shows the relative position of individual stores in their cities of operation—both chains and independents.

Ebony Magazine, 55 West 42nd Street, New York 36, New York. "Survey of Candy Sales in the Negro Market." A ten-city survey in drug, grocery, confectionery, chain and tobacco stores giving brand rankings, best seasons, price factors.

Farm Journal, Washington Square, Philadelphia 5, "Soap and Synthetic Detergent Study." Brand rankings by various types with division between total respondents and farm respondents; also available in similar study on pet foods.

Fawcett Publications, 67 West 44th Street, New York 36, New York. "True Confessions Food Forum." A breakdown by major food store products with percent of use for leading brands.

Institutions Publications, 1801 Prairie Avenue, Chicago 16, Illinois. "The Institutions Market for Frozen Foods." Potentials for the institutional market which serves 120 million meals daily and has annual food sales volume of over 16 billions; also available a news letter "Marketing Frozen Foods."

Parents' Magazine, 52 Vanderbilt Avenue, New York 17, New York. "Milk Survey." 1,000 members of the Parents' Magazine Consumer Adviser Panel gives data on usage of fresh milk, evaporated milk, dry milk; the relative consumption possibilities of children, mothers, fathers.

Progressive Farmer, 821 North 19th Street, Birmingham 2, Alabama. "Food Products Purchased by Southern Farm Families." A continuing study made among subscribers on scores of foods and food products with percentages of usage and brand preferences.

Redbook Magazine, 230 Park Avenue, New York 17, New York. "Regular and Instant Coffee." The background story on all important national brands of both regular and instant coffees, together with valuable information on packaging, distribution and promotion, including magazine advertising expenditures of all brands for the past five years.

HARDWARE

Tourist Court Journal, Temple, Texas. "A Survey on Paints in the Tourist Court-Motel Market."

Progressive Farmer, 821 North 19th Street, Birmingham 2, Alabama. "Painting" A subscriber service showing amount of painting done, quantity of paint used and intentions to paint within one year.

Nation's Business, 711 Third Avenue, New York 17, New York. "A Survey of Buying Plans Conducted Among Hardware Dealers." Shows purchasing plans for store fronts, store interiors, office equipment, trucks.

HOBBIES

Boys' Life, 2 Park Avenue, New York 16, New York. "Boys' Life Survey Data Series." A study of model building, other hobbies, workshop activities, coins, stamps records, record players, ham radio—one of a continuing series of reader surveys made among boy scouts.

Popular Mechanics, 200 East Ontario Street, Chicago 11, Illinois. "Power Tool Study." Shows preferences and buying habits for ten types of powertools.

Popular Science, 353 Fourth Avenue, New York 10, New York. "A Special Study of the Popular Science Market for Metal Working Lathes;" also available a similar study on photographic equipment.

HOME IMPROVEMENTS

Better Homes & Gardens, Des Moines



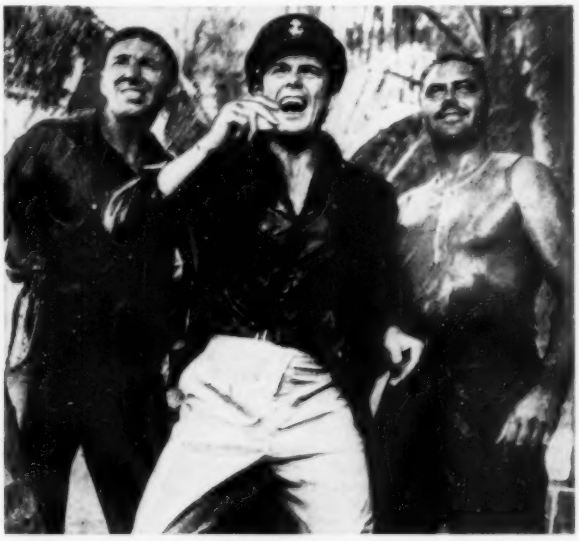
Philco-Bendix—a new and important name in the home-laundry field—makes its debut in this eye-opening four-color spread for the Duomatic washer-dryer combination. Dominating every ad in the new series is a giant picture of the Duomatic door with the campaign theme, "It's a washer . . . it's a dryer . . . it's *two* in one!" Sign-off line displays the new basic theme for all Philco Corporation advertising, "Look ahead . . . and you'll choose Philco."



Striking camera angles, dramatic close-ups and a new, big-band version of the *Light-Up Time* song add sparkle to the new TV campaign for Lucky Strike Cigarettes — made by The American Tobacco Company. Commercials all feature the popular Lucky Strike couple, Grace and Russ, in appealing, true-to-life smoking situations . . . and make this most inviting promise: "You'll say a Lucky's the best-tasting cigarette you ever smoked."



New copywriter for Consolidated Edison Company is TV weather reporter Uncle Wethbee. Working between nightly telecasts (co-starring his partner and creator, Tex Antoine), Unk turns out at least three columns a week for New York and suburban papers. Though ads cover everything from cabbages to kings, Unk always manages to get in some convincing words about low-cost, dependable gas and electricity from Con Edison.



Seagoing hero of Jack London tales, Captain David Grief, now sails the TV waves for Standard Oil Company of California. Filmed on location throughout the South Pacific, the half-hour shows are telecast in the West and Hawaii. Fine work by Maxwell Reed as Captain Grief, plus the eternal demand for Jack London's exciting sea stories, should assure a large, enthusiastic audience for the client's own exciting commercial stories.

3, Iowa. "Building and Buying Action." A study made in October 1956 to determine the remodeling activities and purchases of home furnishings and equipment during the three year period October 1953 to October 1956.

Popular Science, 353 Fourth Avenue, New York 10, New York. "A Survey of Home Owner Activities". A supplement to the 51st Starch Consumer Magazine Report covering home improvements, power tools, home work shops, work clothes.

Progressive Farmer, 821 North 19th Street, Birmingham 2, Alabama. "Remodeling, Repairing and Building Construction." A subscriber report on percent and number on new homes, garages, barns, exterior and interior remodeling, etc.; also available is a similar study called "Floor Coverings."

HOUSE FURNISHINGS

Institutions Publications, 1801 Prairie Avenue, Chicago 16, Illinois. "Survey on the Market for Folding Chairs." A survey among food service equipment dealers and users of folding chairs to determine the best markets and how the item is presently being marketed.

Nation's Business, 711 Third Avenue, New York 17, New York. "A Survey of Buying Plans Conducted Among Office Equipment Dealers." In addition to buying plans on many subjects, interesting data on sales methods (telephone, personal sales calls, by these dealers), area covered, brands handled.

Tourist Court Journal, Temple, Texas. "Survey on Carpeting and Rugs in the Tourist Court-Motel Market.'

INFANTS AND CHILDREN

Boys' Life, 2 Park Avenue, New York 16, New York. "A Study of 400 Boy Scout Camps." Gives not only vital statistics on total market, but educational material needed, consumption of confectionery, soft drinks, ice cream, flashlights, flashlight batteries; also quantity of various food products consumed during camp season, with brand preferences.

Dell Publishing Company, 261 Fifth Avenue, New York 16, New York. "Study of TV, Radio and Comic Book Effectiveness Among the School Children of Norwalk, Conn." This study conducted by the Norwalk Board of Education is one of several presented by Dell showing the effect of age and sex on reading and viewing. Particularly interesting is the comparison between the **reading** of well known comics features (Disney, Gene Autry, Etc.) and the **viewing** when the same features are converted to television. This latter feature is well exemplified in a study conducted by the Elmhurst, Ill., Board of Education.

Parents' Magazine, 52 Vanderbilt Avenue, New York 17, New York. "Market Data Book: New Information About Families With Children." Exceedingly valuable data and projections by regions and states on total population, children, registered births, marriages, etc.

True Confessions, 67 West 44th Street, New York 36. New York. "Infants' and Children's Products Survey." Degree of usage and most popular products in 53 product groups.

NEGRO MARKET

Ebony Magazine, 55 West 42nd Street, New York, New York. "The New Negro Market—An Opportunity for Sales Expansion." A study of the market as a whole, the population shift and its significance and the 29 principal markets where negro population is most concentrated.

SERVICES, FINANCIAL

TV Guide, 400 North Broad Street, Philadelphia, Pa. "A Market for Life Insurance." A study of life insurance ownership compared with TV Guide audience characteristics. According to Daniel Starch and staff more than 800,000 readers of this magazine bought life insurance in the past 12 months.

SPORTS

Boys' Life, 2 Park Avenue, New York 16, New York. "Bicycles and Accessories." One of the 1956 survey data series by this magazine covering ownership and use of both bicycles and accessories, domestic and foreign; also a similar study called "Outdoor Sports Equipment Ownership and Use."

Fawcett Publications, Inc., 67 West 44th Street, New York 36, New York. "Mechanix Illustrated Sport and Leisure Time Survey." Survey made among the magazine's Consumer Panel on fishing, boats, motors, hunting, rifles, shotguns, pistols and dogs.

Men's Wear Magazine, 7 East 12th Street, New York 3, New York. "Sportswear Survey." The third annual joint project of the National Association of Men's Sportswear Buyers and the magazine, covering sales by geographic regions of sportswear made from a variety of substances. There are very important regional differences.

Outdoor Life, 353 Fourth Avenue, New York 10, New York. "Boating Survey." An analysis of one of the most rapidly growing markets in the nation, with reasons for buying, purchasing plans; similar survey available on "Arms and Ammunition Purchasing Habits."

True, 67 West 44th Street, New York 36, New York. "True Reports on Fishing, Boating, Hunting, Firearms, Home Workshops, Photography." A comprehensive report on leisure time and what people are doing with it.

TRAVEL

Time, 9 Rockefeller Plaza, New York 20, New York. "A Report on Overseas Air Passengers." A study made among passengers departing from New York's International Airport covering occupational data, place of residence; also available a similar study "A Report on Trans Atlantic Steamship Passengers."

TV Guide, 400 North Broad Street, Philadelphia, Pa. "How American Airlines Sells Pacific Flights With National Magazine Advertising."

GENERAL AND MISCELLANEOUS

American Home, 300 Park Avenue, New York 22, New York. This magazine makes continuing reports from its Reader Consumer Panel. SM subscribers are advised to be specific as to the type of product in which they are interested. The November 1956 report, for example, covers cameras, cooking utensils, holiday entertaining, homes, lawns and lawn care, summer hobbies, among others.

Dell Men's Group, 261 Fifth Avenue, New York 16, New York. "Brand Preferences and Market Survey." An analysis of incomes and products owned by readers of Dell Men's Group Magazines, with brand preferences on scores of products.

Fortune Magazine, 9 Rockefeller Plaza, New York 20, New York. "Fortune-Catalog of Research." A listing and analysis of dozens of research reports made by this magazine. Probably no magazine audience has been more thoroughly questioned about their jobs, incomes and family possessions than the management men who subscribe to Fortune.

Good Housekeeping, 57th Street & 8th Avenue, New York 19, New York. "Buying Mood Study." Covers the attitudes of women toward three magaines —a searching analysis of the kinds of women who would be impressed by various types of advertisements in different magazines, etc.; also available "Product Endorsement Study #2"—an analysis of the Good Housekeeping Seal and other seals of approval.

Grit Publishing Company, Williamsport, Pa. "21st Annual Grit Reader Survey, 1956." This continuing survey gives not only percentage of use but interesting five year comparisons of brand preferences under seven major headings ranging from automotive to tobaccos.

Macfadden Publications, Inc., 205 East 42nd Street, New York 17, New York. "The New America—and the Market Potential for 1957." This is a new and current edition of a very popular continuing series dealing with America today.

Parents' Magazine, 52 Vanderbilt Avenue, New York 17, New York. A "Study of Family Buying." This was made for the manufacturers of food, household supplies, drugs and cosmetics, showing the frequency and amount of purchasing by readers of this magazine as compared with childless families who read other magazines.

Readers' Digest, Pleasantville, New York. "A Study of Seven Publications." This study, for limited distribution because of its expense, is a study of audiences and reading days conducted by Alfred Politz Research, Inc. and published in five reports.

Time Magazine, 9 Rockefeller Plaza, New York 20, New York. "Consumer Incomes and How They Are Spent." The thesis of this study is that 1,000 families with net incomes of $10,000 and over spend $14 million for consumer goods and services whereas 1,000 families in the $4,000 to $5,000 range spend about $4 million a year for the same products and services. The analysis shows differences by family income groups on food, housing, clothing, household operation, automobiles, medical services, beverages, etc.

• • •

In making requests to the publishers named above for the mentioned books, please state that you read the mention in the May 10, 1957 edition of SALES MANAGEMENT'S *Survey of Buying Power.*

who do you know in...

READING

PENNSYLVANIA

Population 109,000;

Industry, Highly Diversified;

Principal Organization, **The American Legion**

Your institutional advertising must be designed to convince the people of Reading, and similar towns and cities throughout America. The development of public opinion in these communities depends on your ability to know and convince the men who make it.

Ordinary market data won't provide you with this knowledge. No yardstick exists with which to measure a man's influence – but the position he holds in the town where he lives is a fair measure of his integrity and prestige.

In Reading, as in over 17,000 other communities, Legionnaires play a key role in every phase of community activity. *Their* opinion is public opinion because it is *active, organized* opinion.

Men like these in communities like Reading will set the pattern of national acceptance to your industry or your product.

The way to convince these men is with facts—and the means of reaching them is through THE AMERICAN LEGION MAGAZINE, a publication specifically edited to serve their known and common interests.

Among Reading's Legionnaires are:

U. S. Congressman, 14th Dist.
Mayor
District Attorney
Superintendent of Schools
Chief of Police
Six City Aldermen
36 Doctors
27 Dentists
45 Lawyers
17 Bankers
24 Manufacturers
95 Engineers and Architects
15 Contractors and Builders
113 Managers and Executives
68 Insurance Agents, Real Estate and Stock Brokers
32 Teachers
218 Retail Store Owners, including:
- 32 Restaurant Owners
- 23 Automobile Dealers and Service Stations
- 6 Hotel Owners



THE AMERICAN LEGION MAGAZINE

A single issue of Reader's Digest is read more than 168 million times





New survey shows that 32 million people read an average issue at least *five different times*

NOW advertisers can evaluate America's leading magazines by an important new dimension . . . "exposure days."

A new study now reveals the *number of days* on which readers pick up and read a magazine—that is, the minimum number of exposures for an issue.

Reader's Digest has an audience of *32 million people*. They read it on *5.3 days apiece*. That means an advertiser has more than *168 million opportunities* for his sales message to be seen and read *in the Digest*.



This is *three times the opportunities* found for any other magazine measured.

The study, one of the largest ever made, was conducted by Alfred Politz Research, Inc., and approved by the Advertising Research Foundation.

Seven publications were studied: Reader's Digest, Life, Saturday Evening Post, Look, Good Housekeeping, McCall's, and This Week.

The Digest has twice the circulation of any other magazine. It has a substantially larger audience. More people read the Digest, and they read it more often, than any other publication in America.

Advertising to this audience—in the Digest's atmosphere of faith and confidence—can produce remarkable sales results . . . at amazingly low cost.

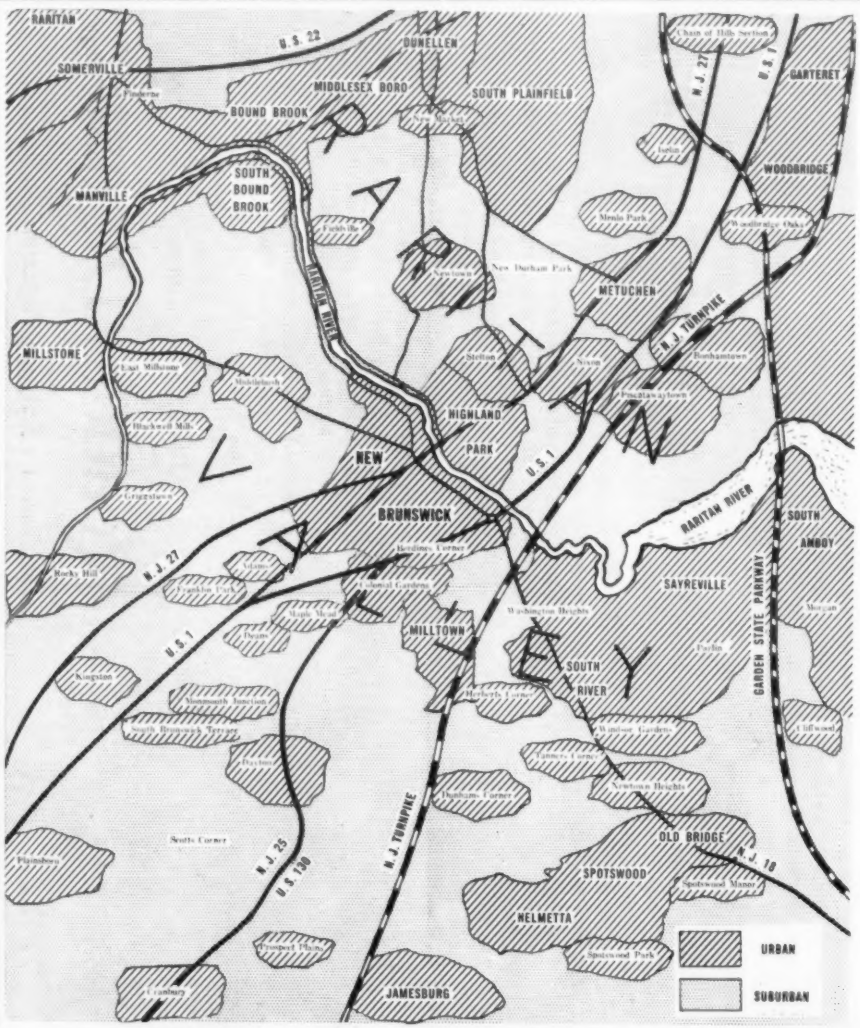
The study also provides other new facts of value to advertisers, including latest comparative data on magazines by income, age, family status and recent purchase figures for major items.

For a copy of the summary and highlights of "A Study of Seven Publications," write Reader's Digest, 230 Park Avenue, New York 17, N. Y.

People have faith in

Reader's Digest

The Nation's Largest Magazine Audience



NEW BRUNSWICK — THE INDUSTRIAL HUB OF NEW JERSEY AND THE GATEWAY TO THE FABULOUS RARITAN VALLEY

The map above shows the New Brunswick retail trading area. The New Brunswick Trading Area includes nearly all of Middlesex County and a large part of Somerset County where over 500 industrial plants, many of them manufacturers of nationally known products are located.

THE DAILY HOME NEWS—
THE SUNDAY HOME NEWS

Can Sell Your Product in the Fast Growing

NEW BRUNSWICK . . . RARITAN VALLEY

— MARKET —

New Brunswick—New Jersey's Industrial-Agricultural-Educational Center—A Metropolitan Market with Cosmopolitan Aspects in an Environment with a Friendly and Neighborly Suburban Atmosphere.

New Brunswick, geographically, historically and logically, is the recognized Gateway and The Daily Home News and The Sunday Home News, The known Newspaper Voice of the fabulously rich and tremendously expanding Raritan Valley.

ACCORDING TO SALES MANAGEMENT ESTIMATES, MORE THAN 410,000 PEOPLE WHO HAVE MORE THAN $729,000,000 TO SPEND, LIVE HERE.

Write for a copy of The Daily Home News and Sunday Home News Standard Market and Media Data, and for a beautifully illustrated Raritan Valley booklet in color, also a copy of our advertising readership study showing the Effectiveness of Newspaper Advertising in the New Brunswick Market.

NEW BRUNSWICK HOME NEWS

DAILY and SUNDAY

NEW BRUNSWICK, N.J., KILMER 5-4000

BRANCH OFFICE
45 West 45th St., New York, N.Y. — Judson 6-3682



The State County-City Section

The Maps. In the summer of 1954, SALES MANAGEMENT editors conducted a survey among readers-users of the *Survey of Buying Power* to find out what kind of maps would be most suitable to use in connection with *Survey* figures on counties and cities. They were given the choice of the kind of county outline maps which we had used in the past, with shadings of five types to indicate the total amount of Effective Buying Income—or "distort" maps which would show the size of each county in its proportion of the total income rather than its total land area. By a vote of better than 7 to 3, subscribers voted for income "distort" maps.

Russell L. Simmons was commissioned to prepare the news maps. He retained the normal shape and boundary lines of each state, and insofar as possible kept each county in its proper geographic location.

Each county is charted to show its proportion of the net Effective Buying Income of the state, and within each county, important cities are similarly charted to show their importance in producing the county's income. All cities are shown which had an E.B.I. of $15 million or more in the year 1953.

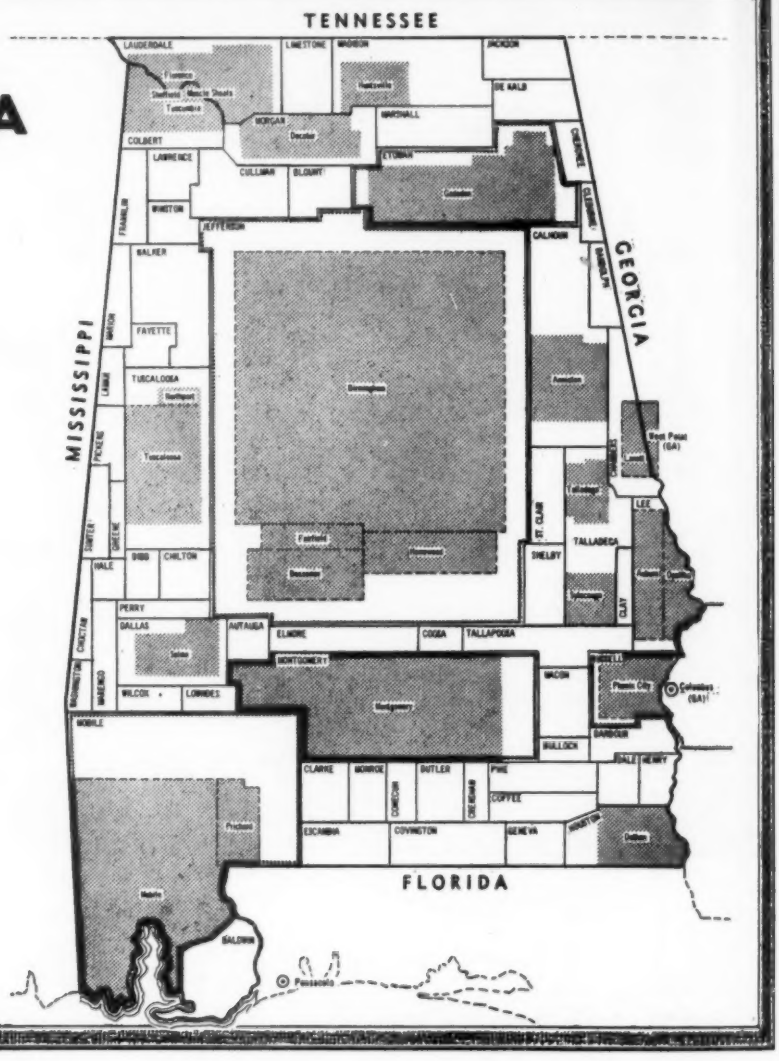
Metropolitan County areas are indicated by black dotted lines, and where an area cuts across state lines, the sector of the adjoining state is reproduced.

The editors designed the maps to give at a glance the relative importance of counties and cities. The *important* counties stand out; the editors believe that no reader will want to use this particular kind of map for locating the less important counties. Code number locators have been eliminated because they seemed out of place on an "impression" map.

Varying scales are used for the maps, based upon possibilities and restrictions involved in the size and shape of the state, number of counties, etc. On the first map, Alabama, each .0053 square inch equals $1 million in income.

Selection of Cities. In the data section all incorporated cities are included which in the 1948 Census had retail sales of $10 million or more. All cities which had 10,000 population or more in the 1950 Census of Population are also included. Omitted are some suburban communities with insignificant shopping districts; included are some trading area towns of considerably less population but with a big retail sales volume. There has been an addition of 182 new cities in the state county-city tables of this edition—cities that qualified for listing by virtue of having reached the $12 million retail sales level in the 1954 Census of Retail Trade.

ALABAMA



Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0053 sq. in. equals $1 million.

Cities shown are those having net Effective Buying Income of $15 million and over.

Metropolitan County Areas are bounded by black dotted line:

Copyright by Sales Management

ALABAMA — (Other East South Central States: Kentucky, Mississippi, Tennessee.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Albertville	Marshall	7.0	144	35	14	14	12	10	12	14	6	6
Alexander City	Tallapoosa	12.7	141	43	4	21	6	15	16	13	4	6
Andalusia	Covington	10.8	163	43	19	16	14	13	9	15	10	5
Anniston	Calhoun	34.7	514	125	71	42	45	36	47	69	18	12
Athens	Limestone	7.3	160	50	10	12	16	10	12	15	15	3
Auburn	Lee	14.7	118	36	20	3	10	6	8	9	6	5
Bessemer	Jefferson	32.2	515	194	54	32	43	24	25	56	14	14
Birmingham	Jefferson	364.4	3,104	792	482	294	227	161	137	319	135	156
Cullman	Cullman	9.9	233	54	20	28	18	16	31	21	13	5
Decatur	Morgan	22.8	349	92	39	26	28	25	39	22	19	13
Dothan	Houston	29.7	383	117	45	21	37	21	27	40	19	11
Fairfield	Jefferson	14.2	145	38	26	6	5	14	8	12	8	8
Florence	Lauderdale	28.5	298	85	24	29	27	21	30	23	16	9
Gadsden	Etowah	65.7	631	207	73	45	56	43	43	54	22	24
Homewood	Jefferson	18.8	77	15	12	8	10	4	1	12	3	4
Huntsville	Madison	32.4	462	136	66	35	30	28	35	41	23	14
Jasper	Walker	9.7	178	43	16	17	17	17	17	20	8	5
Mobile	Mobile	176.1	1,379	319	276	96	124	86	70	125	47	64
Montgomery	Montgomery	126.7	1,100	292	159	81	115	64	69	107	31	49
Opelika	Lee	14.7	230	73	27	24	20	13	11	22	11	8
Phenix City	Russell	28.8	222	105	30	15	4	9	6	28	3	9
Prichard	Mobile	24.7	220	82	23	18	10	15	13	28	8	11
Selma	Dallas	27.7	326	86	60	22	33	25	27	21	7	9
Sheffield	Colbert	14.0	181	49	37	5	12	10	19	18	7	5
Sylacauga	Talladega	14.5	200	56	19	19	16	17	18	10	11	6
Talladega	Talladega	17.7	214	68	21	14	22	14	17	21	11	6
Tuscaloosa	Tuscaloosa	56.5	533	126	57	38	59	34	35	68	13	22

© SM, 1957.

Before using these figures, read foreword, page 11.

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

OZARK is ALERT-

You are invited to include Ozark & Dale County in your plant site studies.



to its industrial potential as it may relate to your plant location or expansion.

FOR FURTHER INFORMATION AND ILLUSTRATED FACTS BROCHURE: **CHAMBER OF COMMERCE . . . OZARK, ALABAMA**

ALABAMA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1958 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Autauga		16.4	.0097	4.0	4.1	12,957	.0045	790	3,239	4.2	3,073	53.8	26.9	25.2	28.5	16.8	29.2	2.9	8.0	1.3	7.4
Baldwin		44.4	.0263	11.8	7.8	43,792	.0154	986	3,711	12.9	3,391	45.8	20.7	31.5	32.3	17.3	27.2	3.5	8.6	1.9	11.2
Barbour		25.7	.0152	6.4	6.3	18,986	.0067	739	2,967	6.7	2,819	59.4	32.4	26.0	32.0	11.2	21.1	2.1	6.4	1.3	8.1
Bibb		18.6	.0092	3.8		12,015	.0043	770	3,162	4.3	2,799	54.6	29.9	30.3	37.6	12.7	24.2	1.9	5.7	.5	2.6
Blount		26.7	.0159	6.8	2.7	21,018	.0074	787	3,091	7.4	2,825	56.5	30.7	27.7	33.9	13.0	24.6	2.0	5.9	.8	4.9
Bullock		14.7	.0087	3.5	2.9	10,381	.0036	706	2,966	3.9	2,656	66.0	38.1	21.3	27.9	9.7	19.6	1.6	5.0	1.4	9.4
Butler		26.4	.0156	6.4	6.2	19,942	.0071	755	3,116	6.7	2,995	54.9	28.1	26.7	31.0	14.8	26.3	2.3	6.5	1.3	8.1
Calhoun	173	90.0	.0533	23.5	49.3	107,000	.0377	1,189	4,553	26.7	4,006	34.1	13.1	31.9	27.6	28.1	34.7	5.3	11.2	2.6	13.4
△Anniston		34.7	.0206	9.0		49,584	.0175	1,429	5,509	11.3	4,376	31.1	10.9	31.3	24.9	27.7	33.8	6.3	12.0	3.6	18.4
Chambers		36.3	.0215	9.5	15.0	40,757	.0143	1,123	4,290	10.5	3,873	35.8	14.2	31.3	28.0	25.3	34.9	5.5	12.0	2.1	10.9
See West Point (Ga.)-Lanett																					
Cherokee		15.2	.0090	3.7		11,721	.0042	771	3,168	4.1	2,843	57.7	31.2	27.0	32.9	12.0	22.4	2.2	6.5	1.1	7.0
Chilton		24.7	.0147	6.4	4.3	19,505	.0068	790	3,048	6.8	2,867	56.5	30.2	27.1	32.8	13.2	24.6	2.2	6.5	1.0	5.9
Choctaw		17.5	.0103	4.1		12,057	.0043	689	2,941	4.7	2,559	66.3	39.8	23.6	31.9	7.7	16.0	1.3	4.3	1.1	8.0
Clarke		24.5	.0145	6.2	3.0	19,743	.0069	806	3,184	6.5	3,031	55.2	27.9	28.5	32.7	11.9	20.9	2.7	7.5	1.7	11.0
Clay		12.1	.0072	3.0		9,525	.0034	787	3,175	3.3	2,866	58.0	31.1	26.0	31.6	12.7	23.6	2.0	5.7	1.3	8.0
Cleburne		11.0	.0065	2.7		7,872	.0028	716	2,916	3.0	2,634	60.8	35.5	25.9	33.9	11.4	23.2	1.4	4.6	.5	2.8
Coffee		28.3	.0168	7.1	9.6	22,424	.0079	792	3,158	7.5	2,995	52.7	27.0	29.2	33.9	14.6	26.0	2.4	6.6	1.1	6.5
Colbert	206	43.9	.0260	11.0	20.7	51,669	.0182	1,177	4,697	12.6	4,110	34.6	12.9	29.1	24.5	27.6	35.9	5.9	12.1	2.8	14.6
△Sheffield		14.0	.0083	4.2		21,387	.0075	1,528	5,092	4.8	4,472	29.7	10.2	29.5	22.9	30.0	35.8	7.2	13.5	3.6	17.6
See Florence-Sheffield-Tuscumbia-Muscle Shoals																					
Conecuh		19.2	.0114	4.4	3.1	12,540	.0044	653	2,850	4.8	2,600	61.6	36.4	27.4	36.6	8.8	18.0	1.5	4.8	.7	4.2
Coosa		10.3	.0061	2.5		8,242	.0029	800	3,297	2.7	3,026	51.0	25.9	30.5	35.1	14.9	26.2	2.5	6.8	1.1	6.0
Covington		36.8	.0218	9.0	16.5	33,941	.0120	922	3,771	10.7	3,177	49.0	23.7	30.5	33.2	16.3	27.3	2.8	7.5	1.4	8.3
Andalusia		10.8	.0064	3.3		13,411	.0047	1,242	4,064	3.6	3,722	40.8	16.8	30.5	28.4	22.0	31.5	4.3	9.8	2.4	13.5
Crenshaw		17.5	.0103	4.4		13,473	.0047	770	3,062	5.0	2,714	64.0	36.2	23.8	30.4	9.0	17.6	1.7	5.3	1.5	10.5
Cullman		46.9	.0278	11.0	9.9	35,516	.0125	757	3,229	12.9	2,757	59.4	33.1	27.0	33.8	10.8	21.0	1.8	5.5	1.0	6.6
Cullman		9.9	.0059	3.3		11,847	.0042	1,197	3,590	3.4	3,508	46.0	20.1	29.9	29.6	18.0	27.4	3.7	8.8	2.4	14.1
Dale		18.6	.0110	4.7	4.7	14,497	.0051	779	3,084	5.0	2,917	56.2	29.6	27.6	32.8	12.7	23.3	2.2	6.2	1.3	8.1
Dallas		55.9	.0332	14.0	27.7	55,830	.0197	999	3,988	16.4	3,396	54.4	24.6	23.0	23.5	15.6	24.5	4.3	10.6	2.7	16.8
Selma		27.7	.0164	8.2		34,495	.0122	1,245	4,207	9.5	3,634	49.3	20.8	25.4	24.3	17.7	26.0	4.5	10.4	3.1	18.5
De Kalb		43.2	.0255	11.1	6.0	31,809	.0112	736	2,866	11.5	2,765	59.5	33.0	26.9	33.7	10.7	20.7	1.8	5.4	1.1	7.2
Elmore		29.1	.0173	7.2	5.6	27,024	.0095	929	3,753	8.1	3,348	47.5	21.8	27.8	28.8	19.4	30.9	3.7	9.3	1.6	9.2
Escambia		30.1	.0178	7.4	10.6	27,177	.0096	903	3,673	8.1	3,356	48.1	22.0	30.7	31.8	15.9	25.2	3.1	7.7	2.2	13.3
Etowah	54	103.3	.0612	28.0	72.5	131,570	.0464	1,274	4,699	31.0	4,240	30.1	10.9	32.0	26.2	28.6	36.0	6.5	12.9	2.8	14.0
▲Gadsden		65.7	.0389	18.9		94,226	.0332	1,434	4,986	21.3	4,434	27.6	9.6	31.6	24.7	30.4	36.6	7.2	13.6	3.2	15.5
Fayette		17.3	.0103	4.3	3.3	13,103	.0046	757	3,047	4.7	2,817	58.9	32.1	26.1	32.1	12.1	22.9	1.7	5.1	1.2	7.8
Franklin		23.6	.0139	6.0	5.6	19,882	.0070	842	3,314	6.4	3,111	50.5	24.9	30.3	33.9	15.2	26.0	2.6	6.9	1.4	8.3

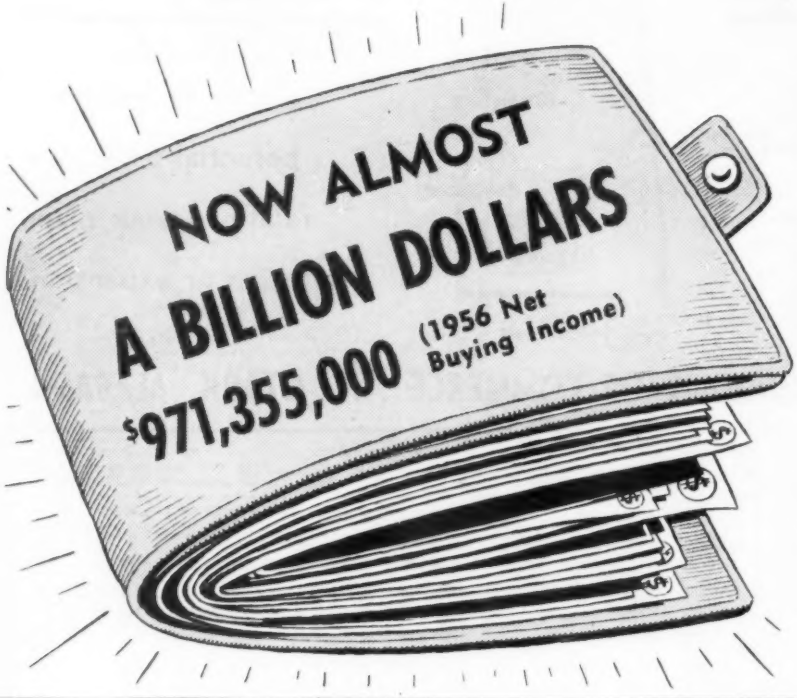
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Birmingham's Big Bulging Pocketbook



Birmingham's total buying income and average family income hit all-time highs in 1956.

Average family income, now $5,576, has gone up faster than any other Southern city — up almost 50% since 1950, and over 200% since 1940.

Source 1957 Sales Management Survey of Buying Power

The Birmingham News
Birmingham Post-Herald

• Morning • Evening • Sunday

National Representatives
Kelly-Smith Company

ALABAMA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Geneva		22.7	.0135	5.9	3.1	18,136	.0064	799	3,074	6.3	2,899	55.2	29.2	29.4	35.2	12.3	22.6	1.9	5.5	1.2	7.5
Greene		14.1	.0083	3.4		9,442	.0033	670	2,777	3.8	2,488	71.3	44.0	19.4	27.1	6.5	13.9	1.4	4.6	1.4	10.4
Hale		18.6	.0111	4.5		11,819	.0042	635	2,626	4.8	2,440	69.1	43.5	20.5	29.2	8.5	18.5	1.1	3.7	.8	5.1
Henry		16.3	.0096	3.7		12,406	.0043	761	3,353	4.2	2,982	56.5	29.1	28.9	31.2	12.5	22.4	2.5	7.0	1.6	10.3
Houston		50.4	.0299	13.5	31.8	51,162	.0181	1,015	3,790	15.1	3,379	48.6	22.1	28.7	29.4	17.0	26.8	3.6	8.9	2.1	12.8
Dothan		29.7	.0176	8.8		37,256	.0131	1,254	4,234	10.0	3,726	42.5	17.5	29.8	27.8	20.5	29.3	4.6	10.4	2.6	15.0
Jackson		35.3	.0209	8.6	4.3	28,074	.0092	739	3,032	9.3	2,810	58.4	31.9	27.5	33.8	11.1	21.1	1.8	5.5	1.2	7.7
Jefferson	17	615.6	.3647	174.2	504.5	971,355	.3422	1,578	5,576	205.1	4,736	27.6	9.0	30.6	22.4	29.3	33.0	8.0	14.2	4.5	21.4
▲Birmingham		364.4	.2159	110.3		587,540	.2070	1,612	5,327	125.0	4,702	28.1	9.2	29.7	21.9	29.7	33.7	8.2	14.6	4.3	20.6
Bessemer		32.2	.0191	9.1		40,698	.0143	1,264	4,472	10.1	4,044	31.5	12.0	35.3	30.3	25.1	33.1	5.5	11.5	2.6	13.1
Fairfield		14.2	.0084	3.5		19,249	.0068	1,356	5,500	4.3	4,514	25.3	8.6	34.8	26.8	29.1	34.4	7.4	13.7	3.4	16.5
Homewood		18.8	.0111	5.3		40,973	.0144	2,179	7,731	5.8	7,042	20.1	4.4	22.0	10.8	30.0	22.7	15.6	18.6	12.3	43.5
Lamar		14.0	.0083	3.5		9,187	.0033	656	2,625	3.8	2,449	66.6	41.8	23.6	33.3	8.0	17.5	1.3	4.3	.5	3.1
Lauderdale	208	56.8	.0336	15.4	28.5	85,419	.0230	1,152	4,248	17.6	3,726	40.9	16.8	28.5	26.6	23.5	33.6	4.9	11.1	2.2	11.9
△*Florence-Sheffield-Tuscumbia-Muscle Shoals*		*64.3*	*.0388*	*15.8*		*81,647*	*.0287*	*1,502*	*5,161*												
△Florence		28.5	.0169	8.2		42,480	.0150	1,491	5,180	10.1	4,197	34.7	12.7	28.4	23.4	27.3	34.7	6.5	13.1	3.1	16.1
Lawrence		25.4	.0150	6.1		17,962	.0064	708	2,948	6.8	2,628	60.2	35.2	28.2	37.0	9.5	19.4	1.5	4.8	.6	3.6
Lee		47.5	.0282	11.2	29.4	58,613	.0199	1,192	5,055	17.1	3,314	50.4	23.3	26.1	27.4	17.5	28.2	4.2	10.6	1.8	10.5
Opelika		14.7	.0087	4.2		18,539	.0065	1,261	4,414	4.7	3,951	38.7	15.0	29.5	26.1	22.8	30.7	6.2	13.1	2.8	15.1
Auburn		14.7	.0087	3.0		24,442	.0086	1,663	8,147	8.3	2,948	58.2	30.3	23.5	27.7	13.9	25.1	3.1	8.7	1.3	8.2
Limestone		33.9	.0201	8.3	7.3	27,311	.0096	806	3,290	9.0	3.032	54.5	27.6	28.2	32.2	13.3	23.4	2.4	6.7	1.6	10.1
Athens		7.3	.0043	2.0		9,422	.0033	1,291	4,711	2.4	3,929	42.1	16.5	29.3	25.9	20.8	28.2	4.2	8.9	3.6	20.5
Lowndes		15.4	.0091	3.5		10,370	.0037	673	2,963	4.3	2,428	71.5	45.2	19.5	27.9	6.2	13.6	1.8	6.2	1.0	7.1
Macon		30.9	.0183	6.7	6.9	27,014	.0095	874	4,032	9.1	2,970	59.5	30.7	23.8	27.9	11.6	20.9	3.4	9.5	1.7	11.0
Madison		86.0	.0509	22.0	47.1	86,085	.0303	1,001	3,913	25.2	3,414	46.6	20.9	28.9	29.3	19.0	29.7	3.6	9.0	1.9	11.1
Huntsville		32.4	.0192	10.3		45,707	.0161	1,411	4,438	12.0	3,795	42.5	17.2	28.6	26.1	21.4	30.2	4.7	10.3	2.8	16.2
Marengo		26.5	.0157	6.7	4.7	20,318	.0072	767	3,033	7.3	2,783	63.0	34.7	22.5	28.0	10.9	21.0	2.1	6.4	1.5	9.9
Marion		25.3	.0150	6.4		17,879	.0063	707	2,794	6.5	2,736	57.2	32.1	30.0	38.0	10.4	20.3	1.6	4.9	.8	4.7
Marshall		43.7	.0259	11.6	15.5	38,745	.0129	841	3,168	12.0	3,071	53.4	26.7	28.4	32.0	14.1	24.4	2.5	7.0	1.6	9.9
Albertville		7.0	.0041	2.0		7,528	.0027	1,075	3,764	2.0	3,787	43.1	17.5	31.1	28.5	18.9	26.6	3.6	8.0	3.3	19.4

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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GREAT THINGS are happening in MOBILE

Population of corporate Mobile is 173,763 (special Census announcement, August 1956). A gain of 44,754, or 34.6%, since 1950—and 95,043, or 121%, since 1940. Census places Mobile among sixty largest U.S. cities. ABC city zone increased to 220,931. Mobile trading area now in excess of 1,000,000.

One-and-half-million dollar buildings and machinery expansion completed by **Press-Register** in May 1956—including new $1 million giant presses with latest newspaper production techniques. Superlative one to three colors and black reproductions gives advertisers dynamic new selling power. Color lineage soaring.

Press-Register daily circulation—104,982—is an all-time high—120% gain since 1940. National magazines, Sunday supplements, other newspapers' coverage of Mobile market is nil. The **Press-Register** is the only medium effectively reaching consumers in this prosperous area.

The Mobile Press Register

OWNERS AND OPERATORS OF WABB-AM-FM

MORNING—EVENING—SUNDAY
MOBILE, ALABAMA

REPRESENTATIVE
THE JOHN BUDD CO.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ALABAMA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Mobile	93	272.4	.1614	75.4	239.7	374,444	.1320	1,375	4,966	86.9	4,310	33.8	12.1	28.7	23.0	27.2	33.7	6.8	13.2	3.5	18.0
Mobile-Prichard		*200.8*	*.1189*	*55.4*		*299,272*	*.1055*	*1,490*	*5,402*												
▲Mobile		176.1	.1043	48.7		268,935	.0948	1,527	5,522	60.7	4,431	33.5	11.6	27.8	21.7	27.5	33.2	7.3	13.8	3.9	19.7
Prichard		24.7	.0146	6.7		30,337	.0107	1,228	4,528	7.7	3,935	31.7	12.4	33.0	29.0	28.5	38.7	4.9	10.5	1.9	9.4
Monroe		22.4	.0133	5.3	2.4	17,125	.0060	765	3,231	5.9	2,916	57.9	30.5	25.7	30.5	12.6	23.1	2.3	6.6	1.5	9.3
Montgomery	94	159.0	.0941	44.6	129.7	235,349	.0830	1,480	5,277	53.7	4,383	38.0	13.3	26.4	20.8	23.4	28.5	7.9	15.2	4.3	22.2
▲Montgomery		126.7	.0751	37.7		205,167	.0723	1,619	5,442	46.1	4,451	37.0	12.7	26.6	20.8	23.8	28.6	8.2	15.4	4.4	22.5
Morgan		52.7	.0313	14.5	25.6	55,007	.0193	1,044	3,794	15.8	3,484	46.4	20.4	26.4	26.3	16.6	28.6	4.5	10.8	2.1	11.9
Decatur		22.8	.0135	7.1		31,853	.0112	1,397	4,486	8.0	3,982	39.0	15.0	28.9	25.2	23 0	30.8	6.1	12.9	3.0	16.1
Perry		17.6	.0104	4.0	2.5	12,557	.0045	713	3,139	4.6	2,726	63.6	35.8	23.4	29.8	9.4	18.4	2.2	6.7	1.4	9.3
Pickens		21.5	.0127	8.0	2.7	15,057	.0053	700	3,011	5.5	2,729	62.5	35.1	23.4	29.8	10.9	21.3	2.1	6.5	1.1	7.3
Pike		27.8	.0165	7.2	10.4	24,943	.0088	897	3,464	7.9	3,163	58.1	27.2	25.1	27.6	13.9	23.4	2.7	7.2	2.2	14.6
Randolph		19.9	.0118	4.9	4.8	15,227	.0053	765	3,108	5.4	2,832	53.2	28.8	31.2	38.2	13.4	25.3	1.7	5.0	.5	2.7
Russell	32	43.3	.0256	10.8	28.8	40,044	.0141	925	3,708	11.8	3,404	44.3	20.0	30.5	31.0	19.6	30.8	4.1	10.2	1.5	8.0
Phenix City		28.8	.0171	7.5		30,139	.0106	1,046	4,019	8.4	3,607	39.4	16.8	31.8	30.5	22.4	33.1	4.8	11.2	1.6	8.4
Saint Clair		25.3	.0150	6.3	.1	23,941	.0085	946	3,800	6.9	3,447	43.2	19.2	31.7	31.8	20.0	31.0	3.4	8.4	1.7	9.6
Shelby		30.4	.0180	7.6		28,241	.0099	929	3,716	9.0	3,133	48.7	23.9	30.8	34.1	16.8	28.5	2.5	6.7	1.2	6.8
Sumter		21.6	.0128	5.1		16,508	.0058	764	3,237	6.2	2,664	65.7	37.8	20.9	27.2	10.1	20.3	2.1	6.7	1.2	8.0
Talladega		67.3	.0399	16.5	39.3	69,018	.0244	1,026	4,183	18.2	3,792	36.6	14.8	32.6	29.9	24.3	34.1	4.4	9.8	2.1	11.4
Sylacauga		14.5	.0086	4.1		20,313	.0072	1,401	4,954	5.0	4,045	33.6	12.8	31.3	26.8	27.4	36.1	5.1	10.6	2.6	13.7
Talladega		17.7	.0105	4.2		19,878	.0070	1,123	4,733	5.3	3,722	38.6	15.9	32.4	30.3	22.3	31.9	4.5	10.1	2.2	11.8
Tallapoosa		34.1	.0202	8.8	14.7	38,228	.0127	1,062	4,117	9.6	3,779	36.5	14.8	33.3	30.6	23.3	32.9	4.8	10.8	2.1	11.1
Alexander City		12.7	.0075	3.8		17,859	.0063	1,406	4,700	4.4	4,043	35.0	13.3	33.0	28.2	23.5	31.0	5.5	11.5	3.0	16.0
Tuscaloosa		101.9	.0604	24.3	60.4	114,856	.0405	1,127	4,727	32.7	3,517	46.7	20.4	27.6	27.2	19.1	29.0	4.4	10.6	2.2	12.8
Tuscaloosa-Northport		*61.4*	*.0364*	*14.5*		*83,451*	*.0294*	*1,359*	*5,755*												
Tuscaloosa		56.5	.0335	13.5		78,047	.0275	1,381	5,781	21.8	3,588	47.1	20.1	26.8	25.9	18.9	28.2	4.7	11.0	2.5	14.8
Walker		59.8	.0354	15.3	12.9	53,082	.0187	888	3,469	16.6	3,200	46.3	22.2	33.2	35.9	16.4	27.4	2.9	7.5	1.2	7.0
Jasper		9.7	.0057	2.9		12,895	.0045	1,329	4,447	3.3	3,931	39.0	15.2	32.0	28.3	20.9	28.4	4.9	10.4	3.2	17.7
Washington		15.0	.0089	3.4		10,213	.0036	681	3,004	3.9	2,648	62.6	36.3	25.6	33.6	9.3	18.7	1.5	4.6	1.0	6.8
Wilcox		20.7	.0122	4.6		12,388	.0044	598	2,693	5.2	2,365	69.3	45.0	22.1	32.5	6.9	15.5	1.2	4.1	.5	2.9
Winston		16.0	.0095	3.9	3.0	13,843	.0048	865	3,549	4.5	3,057	55.6	27.9	26.3	32.2	11.1	19.3	3.1	8.5	1.9	12.1
Total Above Cities		1,216.9	.7209	349.8		1,814,207	.6392	1,491	5,186	419.1	4,328	34.2	12.1	29.2	23.3	26.0	32.1	6.9	13.5	3.7	19.0
State Total		3,132.3	1.8555	816.6	1,557.5	3,509,356	1.2365	1,120	4,298	936.6	3,747	42.8	17.5	28.7	26.5	20.9	29.8	5.9	11.2	2.8	15.0

SM Standard (▲) and Potential (Δ) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.

BIRMINGHAM

Crossroads of the Southeast

invites you to investigate the opportunities for greater sales and better service to your Southern customers by locating a facility in this strategic center of a rich and vigorous market.

See the BIRMINGHAM COMMITTEE OF 100 advertisement on page 129

OZARK is ALERT-



You are invited to include Ozark & Dale County in your plant site studies.

FOR FURTHER INFORMATION AND ILLUSTRATED FACTS BROCHURE

to its industrial potential as it may relate to your plant location or expansion.

CHAMBER OF COMMERCE
OZARK, ALABAMA

ALABAMA

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Anniston	173	90.0	.0533	23.5	49.3	107,000	.0377	1,189	4,553
Birmingham	17	615.6	.3647	174.2	504.5	971,355	.3422	1,578	5,576
△Florence-Sheffield-Tuscumbia-Muscle Shoals	206	100.7	.0596	26.4	49.2	117,088	.0412	1,163	4,435
Gadsden	54	103.3	.0612	28.0	72.5	131,570	.0464	1,274	4,698
Mobile	93	272.4	.1614	75.4	239.7	374,444	.1320	1,375	4,968
Montgomery	94	159.0	.0941	44.6	129.7	235,349	.0830	1,480	5,277
Total Above Areas		1,341.0	.7943	372.1	1,044.9	1,936,808	.6825	1,444	5,205

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Autauga		6,039	.0031	1,510	.0051	53	32	1,817	142	783	107	470	890	1,092	273	234
Baldwin		33,568	.0174	2,845	.0182	69	66	8,933	1,999	2,031	826	1,170	5,536	4,341	3,842	1,105
Barbour		14,962	.0078	2,338	.0087	57	51	3,753	479	1,742	1,072	577	2,715	1,371	1,029	527
Bibb		9,461	.0049	2,490	.0054	59	53	2,530	297	1,605	78	252	1,836	2,159	384	125
Blount		15,469	.0080	2,275	.0093	58	50	3,299	620	2,505	469	430	3,263	1,842	1,211	293
Bullock		6,071	.0032	1,735	.0045	52	37	1,848	142	613	376	435	985	719	219	205
Butler		15,509	.0081	2,423	.0091	58	52	4,484	225	1,936	732	953	3,847	856	1,204	438
Calhoun	173	73,958	.0384	3,147	.0411	77	72	18,898	4,481	8,923	5,261	5,170	16,794	5,595	3,317	1,822
△Anniston		59,286	.0308		.0221	107	150	13,479	3,718	7,898	4,444	4,147	15,113	3,283	2,675	1,031
Chambers		14,735	.0076	1,551	.0137	64	35	5,888	226	1,387	422	436	1,924	1,617	808	486
See West Point (Ga.)-Lanett (Ala.)																
Cherokee		7,192	.0038	1,944	.0050	56	42	1,169	116	1,291	173	247	1,519	898	828	105
Chilton		15,602	.0081	2,438	.0088	60	55	4,476	331	1,727	311	731	3,903	1,287	1,096	371
Choctaw		6,838	.0035	1,668	.0053	51	34	829	130	2,089	166	35	875	795	1,359	44
Clarke		21,791	.0113	3,515	.0097	67	78	4,552	516	3,066	943	708	6,757	1,186	2,418	646
Clay		7,177	.0038	2,392	.0043	60	53	2,104	69	880	88	222	2,007	615	525	207
Cleburne		5,654	.0029	2,094	.0035	54	45	1,058	112	1,834	19	209	1,864	227	...	108
Coffee		21,528	.0112	3,032	.0107	64	67	5,321	562	1,974	1,215	683	5,996	1,295	2,484	563
Colbert	206	36,387	.0189	3,308	.0200	77	73	10,012	2,181	1,791	1,614	1,817	9,038	2,617	3,349	1,032
△Sheffield		21,013	.0109		.0087	105	131	5,239	1,295	896	742	939	5,125	1,513	2,627	509
See Florence-Sheffield-Tuscumbia-Muscle Shoals																
Conecuh		8,779	.0046	1,995	.0058	51	40	2,355	288	1,063	607	236	876	905	1,115	238
Coosa		2,739	.0014	1,096	.0031	51	23	995	50	493	66	96	100	356	233	172
Covington		27,893	.0145	3,099	.0147	67	67	7,380	777	1,920	1,580	1,793	6,273	1,966	2,209	1,293
Andalusia		14,425	.0075		.0059	92	117	3,515	459	924	1,011	1,096	3,464	815	1,115	721
Crenshaw		7,226	.0037	1,642	.0056	54	36	1,742	156	1,129	427	140	1,371	830	519	77
Cullman		33,892	.0176	3,081	.0171	62	63	4,783	815	4,370	1,542	2,129	6,780	2,336	1,714	764
Cullman		28,705	.0149		.0078	132	253	3,474	758	2,107	1,502	2,038	6,513	1,652	1,714	682
Dale		11,504	.0060	2,448	.0065	59	55	4,505	227	1,340	319	437	1,969	1,207	546	453
Dallas		41,624	.0216	2,973	.0230	69	85	10,262	1,653	5,009	3,332	3,096	7,754	2,962	986	1,525
Selma		35,477	.0184		.0149	91	112	8,462	1,418	3,936	3,312	3,096	7,428	1,778	389	1,525
De Kalb		23,162	.0121	2,087	.0143	56	47	4,924	434	3,649	1,141	1,037	3,061	2,454	2,523	709
Elmore		14,120	.0073	1,961	.0104	60	42	3,681	417	2,118	543	724	2,613	1,207	1,126	297
Escambia		27,385	.0142	3,701	.0126	71	80	5,769	1,155	2,396	1,334	1,873	7,348	1,900	2,465	881

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

Alabama's *STAR* Market of the Booming Tennessee Valley

Represented by
WALLACE WITMER COMPANY
Memphis • New York • Chicago

Withdrawn 120 to 154 miles from big-city media, the Muscle Shoals metropolis is a highly industrialized, isolated retail market in the heart of the prosperous TVA power area.

URBAN MARKET CHARACTERISTICS
(Florence-Sheffield-Tuscumbia-Muscle Shoals)

Population 1956	54,300
Effective Buying Income 1956	$81,547,000
Retail Sales 1956	$75,625,000

NEW! $80,000,000 addition to Reynolds aluminum plants.

NEW! $20,000,000 Ford aluminum foundry (world's largest).

NEW! $35,000,000 navigation lock (world's highest lift), Wilson Dam.

NEW! $700,000 plant expansion program for Florence Times & Tri-Cities Daily.

NEW! River docks . . . industries . . . housing . . . population . . . shopping centers!



The Metropolis of Muscle Shoals
now classified by Sales Management as a potential
METROPOLITAN MARKET

Lauderdale and Colbert Counties of Alabama, bordering the Tennessee River at Muscle Shoals, are concentrated economically in the central urban nucleus: the "Tri-Cities" of Florence, Sheffield and Tuscumbia, plus suburban Muscle Shoals City, the TVA industrial reservation, and the Listerhill site of Reynolds Metals and Ford Motor plants.

The Florence Times
(Lauderdale County Edition)

The Tri-Cities Daily
(Colbert County Edition)

Mail address: P. O. Box 677, Florence, Ala.

ALABAMA — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Etowah	54	86,161	.0448	3,077	.0489	80	73	23,745	2,932	10,635	5,986	5,457	17,084	6,960	5,946	2,594
▲Gadsden		68,759	.0357		.0351	90	92	17,504	2,397	9,905	5,789	4,796	15,006	3,945	3,623	1,985
Fayette		9,398	.0049	2,186	.0058	56	48	2,075	206	2,012	174	261	2,300	671	808	231
Franklin		13,526	.0070	2,254	.0084	60	50	2,846	132	1,477	667	834	3,619	770	1,381	389
Geneva		16,171	.0084	2,741	.0084	62	62	5,140	176	2,098	503	490	3,357	1,086	973	418
Greene		6,711	.0035	1,974	.0044	53	42	1,052	583	1,055	113	29	1,563	491	831	138
Hale		6,622	.0034	1,472	.0053	48	31	1,395	221	1,094	307	115	1,071	684	445	133
Henry		11,017	.0057	2,978	.0058	60	59	2,648	140	1,999	641	387	1,114	975	1,628	277
Houston		49,727	.0259	3,683	.0228	76	87	10,635	1,564	6,149	3,870	2,157	11,458	2,912	4,503	1,294
Dothan		43,322	.0225		.0168	95	128	8,083	1,314	5,694	3,754	1,923	10,923	2,465	4,023	1,001
Jackson		16,630	.0086	1,934	.0114	55	41	4,188	351	3,091	877	1,118	2,949	940	1,710	526
Jefferson	17	596,345	.3098	3,423	.3370	92	85	142,735	31,909	91,065	45,808	29,408	127,476	34,061	22,736	16,902
▲Birmingham		472,882	.2456		.2204	102	114	98,612	24,708	75,756	40,267	24,601	112,345	22,104	18,457	12,555
Bessemer		46,149	.0240		.0182	95	126	14,883	1,536	5,507	2,098	1,818	11,626	2,854	1,029	1,160
Fairfield		13,026	.0068		.0071	85	81	4,581	774	2,115	289	1,034	214	953	705	438
Homewood		9,871	.0051		.0110	99	46	4,043	824	498	568	182	622	963	758	548
Lamar		7,317	.0038	2,091	.0044	53	46	1,450	117	1,378	238	410	1,449	523	517	267
Lauderdale	206	46,337	.0241	3,009	.0255	76	72	10,215	955	8,555	3,591	2,431	10,792	2,231	3,104	1,447
△Florence		42,155	.0219		.0175	104	130	8,060	878	7,286	3,575	2,393	10,742	1,727	3,104	1,374
△Florence-Sheffield-Tuscumbia-Muscle Shoals		*75,625*	*.0393*		*.0326*	*101*	*122*	*16,693*	*2,763*	*8,596*	*5,125*	*4,198*	*19,619*	*4,077*	*6,377*	*2,280*
Lawrence		8,625	.0044	1,414	.0075	50	29	2,362	225	1,382	176	198	1,805	437	1,069	423
Lee		29,106	.0152	2,599	.0201	71	54	8,383	2,030	2,575	1,638	1,529	4,801	2,378	1,808	1,071
Opelika		18,399	.0096		.0079	91	110	4,357	801	2,011	1,079	1,220	3,489	1,424	1,264	455
Auburn		8,134	.0042		.0073	84	48	2,843	583	203	559	309	1,216	718	512	597
Limestone		20,582	.0106	2,480	.0120	60	53	5,346	460	1,927	1,287	445	4,155	1,512	2,559	423
Athens		17,517	.0091		.0052	121	212	3,793	395	947	1,256	445	4,061	1,293	2,504	423
Lowndes		5,449	.0029	1,557	.0048	51	32	634	26	1,638	49	75	1,476	804	354	63
Macon		10,550	.0055	1,575	.0100	55	30	3,560	100	1,253	690	484	2,139	927	848	225

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



ALABAMA

RETAIL SALES — SM ESTIMATES, 1950

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Madison		77,082	.0400	3,504	.0374	73	79	18,605	3,414	11,360	3,432	4,678	14,378	4,731	6,739	2,234
Huntsville		69,431	.0361		.0227	118	188	16,194	3,045	9,038	3,432	4,678	14,214	4,188	5,383	2,008
Marengo		15,360	.0080	2,293	.0091	58	51	3,879	551	2,483	548	673	2,764	1,117	1,186	404
Marion		12,728	.0066	1,989	.0081	54	44	2,680	386	1,711	567	458	3,198	1,677	921	365
Marshall		42,206	.0219	3,638	.0182	70	85	7,962	1,127	3,428	2,550	3,024	10,587	2,390	2,831	1,186
Albertville		15,182	.0079		.0045	110	193	2,701	348	751	1,022	1,194	3,003	772	1,048	434
Mobile	93	271,029	.1408	3,595	.1405	87	87	68,131	15,555	34,017	20,445	15,493	52,059	16,844	14,083	12,460
Mobile-Prichard		*251,535*	*.1307*		*.1157*	*97*	*110*	*59,293*	*14,225*	*32,588*	*20,302*	*15,258*	*50,085*	*15,670*	*13,110*	*11,778*
▲Mobile		221,741	.1152		.1028	99	110	49,686	13,400	29,108	18,554	13,471	44,565	11,796	11,316	10,557
Prichard		29,794	.0155		.0129	88	106	9,607	825	3,414	1,748	1,761	5,520	1,874	1,794	1,230
Monroe		12,514	.0065	2,361	.0077	58	49	3,193	368	3,118	236	605	2,797	595	880	227
Montgomery	94	176,821	.0919	3,965	.0878	93	98	33,663	9,833	24,515	14,761	9,911	38,301	11,913	8,691	5,013
▲Montgomery		172,431	.0896		.0781	104	119	32,236	9,003	23,980	14,734	9,911	37,992	10,992	8,497	4,964
Morgan		46,075	.0239	3,178	.0231	74	78	11,710	1,662	4,513	2,833	3,133	10,588	4,247	2,649	1,333
Decatur		34,144	.0177		.0136	101	131	8,344	1,425	2,927	2,553	2,902	9,000	1,346	2,063	1,001
Perry		9,150	.0047	2,288	.0058	58	45	2,166	550	1,108	484	345	1,730	750	823	245
Pickens		11,755	.0062	2,351	.0070	55	49	2,804	321	1,084	352	787	2,451	1,335	1,542	509
Pike		17,851	.0092	2,479	.0105	64	56	4,102	883	2,100	575	636	3,533	1,807	1,109	653
Randolph		9,805	.0051	2,001	.0065	53	43	2,291	346	1,828	361	359	2,309	889	709	271
Russell	32	17,224	.0090	1,595	.0149	58	35	6,358	1,699	1,031	310	542	1,538	1,854	861	474
Phenix City		13,207	.0069		.0108	63	40	5,321	1,591	240	275	388	1,373	1,572	384	374
Saint Clair		12,023	.0062	1,908	.0091	61	41	3,760	420	1,114	485	575	2,185	1,057	956	340
Shelby		15,790	.0082	2,078	.0110	61	48	4,834	578	1,698	322	1,136	2,360	1,775	1,576	342
Sumter		7,545	.0039	1,479	.0066	52	30	1,533	159	1,720	120	284	939	1,253	740	202
Talladega		42,958	.0224	2,604	.0269	67	56	12,284	1,340	3,270	3,079	2,562	9,575	3,919	3,508	1,282
Sylacauga		18,551	.0096		.0082	95	112	4,793	642	1,267	1,431	1,308	4,584	793	1,865	652
Talladega		17,121	.0089		.0083	79	85	4,611	436	1,100	1,398	953	4,774	1,468	1,335	482
Tallapoosa		25,170	.0130	2,860	.0143	71	64	7,319	370	3,166	1,160	1,951	5,887	2,148	850	890
Alexander City		17,295	.0090		.0074	99	120	5,337	103	1,775	932	1,505	5,036	705	299	628
Tuscaloosa		67,898	.0353	2,794	.0429	71	58	16,747	3,321	7,583	6,348	4,116	11,594	7,018	3,097	2,541
Tuscaloosa-Northport		*61,859*	*.0321*		*.0316*	*87*	*88*	*14,095*	*2,583*	*6,051*	*6,348*	*4,116*	*11,594*	*6,115*	*3,097*	*2,518*
Tuscaloosa		57,212	.0297		.0294	88	89	12,330	2,432	5,137	6,192	3,876	11,022	5,433	3,097	2,378

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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WALA-TV Channel 10 Mobile

2 FOR THE PRICE OF 1

Mobile, Alabama, and Pensacola, Florida, Markets Are Covered Like A Blanket By WALA-TV

316,000 WATTS MAXIMUM POWER

"A MARKET ON THE MARCH"

From Pensacola to Gulfport, Channel 10 has the power and programs to attract listeners in the vast growing area. During the past ten years this area has grown steadily due to its fine seaports, shipping industry, military bases and now oil. More and more industries are locating here.

SEE WHERE THE MONEY IS!

	Retail Sales	Food	Gen'l Merchandise	Furn.-Hshld.-Appl.	Automotive
Mobile 1956	$271,029,000	$ 68,131,000	$ 34,017,000	$ 15,493,000	$ 52,059,000
Pensacola 1956	$168,712,000	$ 41,626,000	$ 16,446,000	$ 10,288,000	$ 38,434,000

To sell Mobile and Pensacola, 2 for the price of one, use Mobile's senior TV Station . . . WALA-TV, Channel 10, NBC, Mobile, Ala.

Owned and operated by the Pape Television Co., Inc.

Represented Nationally by H-R Representatives.

ALABAMA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Walker		30,541	.0159	1,996	.0212	60	45	9,024	786	4,633	1,382	2,302	5,765	2,602	2,056	925
Jasper		19,628	.0102		.0065	114	170	4,406	337	2,068	1,267	1,540	5,174	1,731	1,664	493
Washington		5,562	.0029	1,636	.0045	51	33	1,530	142	950	...	142	1,482	432	104	92
Wilcox		6,012	.0031	1,307	.0056	46	25	1,274	104	2,157	119	20	1,113	419	494	73
Winston		8,492	.0044	2,177	.0056	59	46	1,566	156	1,309	475	655	1,634	640	602	306
Total Above Cities		1,584,857	.8233		.7111	99	114	356,494	75,445	206,488	123,783	93,524	354,144	90,157	83,214	50,205
State Total		2,392,130	1.2426	2,929	1.3821	73	67	583,189	104,800	318,883	152,342	126,299	495,267	174,407	146,209	73,744

RETAIL SALES — SM ESTIMATES, 1956

METRO. AREAS																
△Anniston	173	73,958	.0384	3,147	.0411	77	72	18,898	4,481	8,923	5,261	5,170	16,794	5,595	3,317	1,622
Birmingham	17	596,345	.3098	3,423	.3370	92	85	142,735	31,909	91,065	45,808	29,406	127,476	34,061	22,736	16,902
△Florence-Sheffield-Tuscumbia-Muscle Shoals	208	82,724	.0430	3,133	.0455	76	72	20,227	3,136	10,346	5,205	4,248	19,830	4,848	6,453	2,479
Gadsden	54	86,161	.0448	3,077	.0489	80	73	23,745	2,932	10,635	5,986	5,457	17,084	6,960	5,946	2,594
Mobile	93	271,029	.1408	3,595	.1405	87	87	68,131	15,555	34,017	20,445	15,493	52,059	16,844	14,083	12,460
Montgomery	94	176,821	.0919	3,965	.0878	93	98	33,663	9,833	24,515	14,761	9,911	38,301	11,913	8,691	5,013
Total Above Areas		1,287,038	.6687	3,459	.7008	88	84	307,399	67,846	179,501	97,466	69,685	271,544	80,221	61,226	41,070

ALASKA

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
1st Judicial Division		35.2	.0209	10.1	15.2	69,601	.0245	1,977	6,891	15.2	4,585	37.0	11.9	18.4	13.5	23.2	25.9	13.7	24.1	7.7	24.6
Juneau		8.5	.0050	2.9	...	20,691	.0073	2,434	7,135	3.7	5,567	25.0	6.6	17.1	10.3	28.0	25.8	18.2	26.4	11.7	30.9
Ketchikan		6.7	.0040	2.4	...	15,100	.0053	2,254	6,292	2.8	5,368	24.7	6.8	18.6	11.5	29.1	27.8	17.6	26.5	10.0	27.4

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

ALASKA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1.1.57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
2nd Judicial Division		13.9	.0082	3.0	...	11,343	.0040	816	3,781	3.7	3,036	60.8	29.5	17.6	19.3	12.2	20.6	6.6	17.5	2.8	13.1
3rd Judicial Division		110.0	.0652	26.0	32.9	320,858	.1131	2,917	12,341	61.0	5,264	24.8	6.9	26.7	16.9	22.6	22.0	16.5	25.4	9.4	28.8
Anchorage		26.8	.0159	8.1	...	85,304	.0301	3,183	10,531	12.3	6,926	13.9	3.0	17.6	8.4	26.2	19.4	25.2	29.4	17.1	39.8
4th Judicial Division		51.2	.0303	5.5	11.6	119,467	.0421	2,333	21,721	27.1	4,403	38.0	12.7	24.7	18.6	17.3	20.2	12.4	22.8	7.6	25.7
Fairbanks		11.6	.0069	4.2	...	33,712	.0019	2,906	8,027	5.3	6,307	17.1	4.0	18.9	10.0	26.7	21.7	21.9	28.1	15.4	36.2
Total Above Cities		53.6	.0318	17.6	...	154,807	.0546	2,888	8,796	24.2	6,399	17.6	4.1	17.8	9.3	27.0	21.6	22.5	28.4	15.1	36.6
Territory Total		210.3	.1248	44.8	59.7	521,267	.1837	2,479	11,688	107.0	4,871	31.1	9.4	24.7	16.9	21.0	22.1	14.7	24.4	8.5	27.2

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
1st Judicial Div.		41,690	.0217	4,129	.0229	110	104	14,967	5,796	6,021	2,582	2,182	2,818	277	1,150	1,834
Juneau		15,088	.0078		.0070	140	156	5,141	1,428	1,497	1,552	1,076	1,523	.	547	627
Ketchikan		14,187	.0074		.0057	143	185	4,475	1,764	2,233	942	1,044	1,080	122	410	671
2nd Judicial Div.		5,853	.0030	1,951	.0045	55	37	294	764	2,528	180		1,261	...	168	76
3rd Judicial Div.		108,031	.0561	4,155	.0864	133	88	21,349	14,470	13,066	7,670	5,189	15,343	9,903	4,893	4,471
Anchorage		69,964	.0363		.0291	183	228	12,296	7,388	7,344	6,794	4,995	10,518	4,799	3,824	3,030
4th Judicial Div.		46,915	.0244	8,530	.0344	114	81	10,136	6,045	6,398	3,593	1,893	7,516	1,619	2,640	2,499
Fairbanks		37,079	.0193		.0131	190	280	7,204	3,980	4,303	3,245	1,893	7,516	958	1,871	2,430
Total Above Cities		136,318	.0708		.0549	173	223	29,116	14,560	15,377	12,533	9,008	20,637	5,879	6,652	6,758
Territory Total		202,498	.1052	4,540	.1482	119	84	46,748	27,075	28,013	14,025	9,264	26,938	11,799	8,851	8,880

ARIZONA —

(Other Mountain States: Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.)

Map, page 224

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Casa Grande	Pinal	6.1	149	25	26	13	9	10	10	21	6	1
Douglas	Cochise	12.6	135	28	20	18	16	8	5	10	9	5
Flagstaff	Coconino	9.9	150	19	37	10	8	9	10	25	6	3
Glendale	Maricopa	11.0	146	32	34	12	7	14	13	13	3	4
Mesa	Maricopa	25.5	251	29	50	15	24	14	17	30	21	9
Nogales	Santa Cruz	7.5	92	17	16	7	10	8	8	8	6	2
Phoenix	Maricopa	172.0	2,399	377	521	208	163	180	154	266	86	91
Prescott	Yavapai	8.2	158	20	36	4	17	10	17	16	9	11
Tucson	Pima	92.5	1,235	186	246	77	101	88	75	139	66	60
Winslow	Navajo	7.2	103	18	22	10	7	10	7	11	7	3
Yuma	Yuma	18.0	280	36	81	18	18	22	24	24	13	9

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Apache		31.6	.0187	5.9		20,645	.0073	653	3,499	6.9	2,974	61.9	31.9	20.7	24.1	13.0	23.4	2.4	6.9	2.0	13.7
Cochise		44.5	.0264	13.1	21.8	64,667	.0228	1,453	4,936	14.9	4,339	35.1	12.4	24.6	19.7	30.5	37.5	6.2	12.0	3.6	18.4
Douglas		12.6	.0075	3.8		17,952	.0063	1,425	4,724	4.2	4,295	34.9	12.5	24.9	20.0	30.7	38.2	6.2	12.2	3.3	17.1
Coconino		32.9	.0195	8.0	9.9	36,580	.0129	1,112	4,573	9.3	3,942	40.7	15.8	26.1	23.0	24.5	33.1	5.9	12.6	2.8	15.5
Flagstaff		9.9	.0059	2.8		14,458	.0051	1,460	5,164	3.4	4,307	35.2	12.5	26.5	21.4	28.1	34.8	6.7	13.1	3.5	18.2
Gila		28.8	.0171	8.0	13.0	40,783	.0144	1,416	5,096	8.6	4,756	26.8	8.6	19.7	14.4	41.4	46.5	8.8	15.6	3.3	14.9
Graham		13.3	.0078	3.3	3.9	16,004	.0056	1,203	4,850	3.7	4,275	40.7	14.6	26.4	21.3	22.6	28.3	5.7	11.3	4.6	24.5
Greenlee		15.0	.0089	3.8	11.9	23,621	.0083	1,575	6,216	4.5	5,305	17.6	5.1	17.0	11.1	52.1	52.4	9.3	14.7	4.0	16.7
Maricopa	107	520.9	.3086	151.1	389.3	796,681	.2807	1,529	5,273	172.6	4,615	34.1	11.3	25.7	19.4	28.1	32.5	7.3	13.3	4.8	23.5
▲Phoenix		172.0	.1019	57.1		312,191	.1100	1,815	5,467	65.2	4,789	33.2	10.6	25.1	18.2	28.5	31.8	7.9	13.8	5.3	25.6
Mesa		25.5	.0151	7.2		33,353	.0118	1,308	4,632	7.4	4,508	33.8	11.5	26.6	20.6	28.5	33.7	6.7	12.4	4.4	21.8
Glendale		11.0	.0065	3.1		12,893	.0045	1,172	4,159	3.2	3,997	38.5	14.8	27.7	24.0	24.6	32.9	6.4	13.5	2.8	14.8
Mohave		7.7	.0046	2.3	3.2	11,658	.0042	1,514	5,069	2.6	4,443	30.1	10.4	25.3	19.7	33.5	40.2	8.2	15.5	2.9	14.2
Navajo		33.4	.0197	7.7	8.3	31,344	.0110	938	4,071	8.1	3,867	47.5	18.9	21.1	18.8	21.6	29.8	6.6	14.4	3.2	18.1
Winslow		7.2	.0043	2.2		12,807	.0045	1,779	5,821	2.2	5,766	22.0	5.8	21.6	13.0	35.5	32.9	14.1	20.6	6.8	27.7
Pima	153	227.5	.1348	65.3	160.0	363,184	.1280	1,596	5,562	81.4	4,459	35.3	12.1	24.8	19.3	28.4	34.0	7.4	14.0	4.1	20.6
▲Tuscon		92.5	.0548	28.8		172,874	.0609	1,869	6,003	38.4	4,499	36.7	12.5	24.2	18.6	27.1	32.2	7.5	14.1	4.5	22.6
Pinal		60.4	.0358	18.1	19.6	71,876	.0253	1,190	4,760	17.0	4,227	37.4	13.6	26.3	21.6	27.3	34.4	5.2	10.4	3.8	20.0
Casa Grande		6.1	.0036	1.8		9,341	.0033	1,531	5,189	2.0	4,678	30.3	9.9	25.3	18.8	33.0	37.7	7.0	12.6	4.4	21.0
Santa Cruz		10.6	.0063	2.8	7.5	14,272	.0050	1,346	5,097	3.2	4,481	39.5	13.5	25.3	19.5	23.3	27.8	6.7	12.6	5.2	26.6
Nogales		7.5	.0044	1.8		9,681	.0034	1,291	5,378	2.2	4,417	39.9	13.9	24.9	19.5	23.4	28.3	6.9	13.1	4.9	25.2
Yavapai		24.3	.0144	7.2	11.2	37,822	.0134	1,556	5,253	8.6	4,384	34.6	12.1	22.8	18.1	32.2	39.2	6.9	13.2	3.5	17.4
Prescott		8.2	.0049	3.2		14,787	.0052	1,803	4,621	3.3	4,421	33.2	11.5	24.7	19.4	31.0	37.4	7.7	14.6	3.4	17.1
Yuma		45.2	.0267	12.6	22.7	67,667	.0238	1,498	5,372	14.5	4,678	32.3	10.6	24.2	17.9	31.4	35.9	7.6	13.7	4.5	21.9
Yuma		18.0	.0107	5.6		27,750	.0098	1,542	4,955	5.6	4,925	29.4	9.2	23.5	16.4	33.7	36.6	8.4	14.4	5.0	23.4
Total Above Cities		370.5	.2196	117.4		638,087	.2248	1,722	5,435	137.2	4,652	34.2	11.3	24.8	18.5	28.5	32.7	7.7	13.9	4.8	23.6
State Total		1,096.1	.6493	306.2	682.3	1,596,824	.5627	1,457	5,215	356.0	4,486	35.2	12.1	24.9	19.2	28.5	33.9	7.1	13.3	4.3	21.5

Percentages of Population, Income and Retail Sales for Alaska are based on totals for continental United States.

*Retail Sales do not include Post Exchange sales estimated at $40 Million as well as a significant amount of mail order sales.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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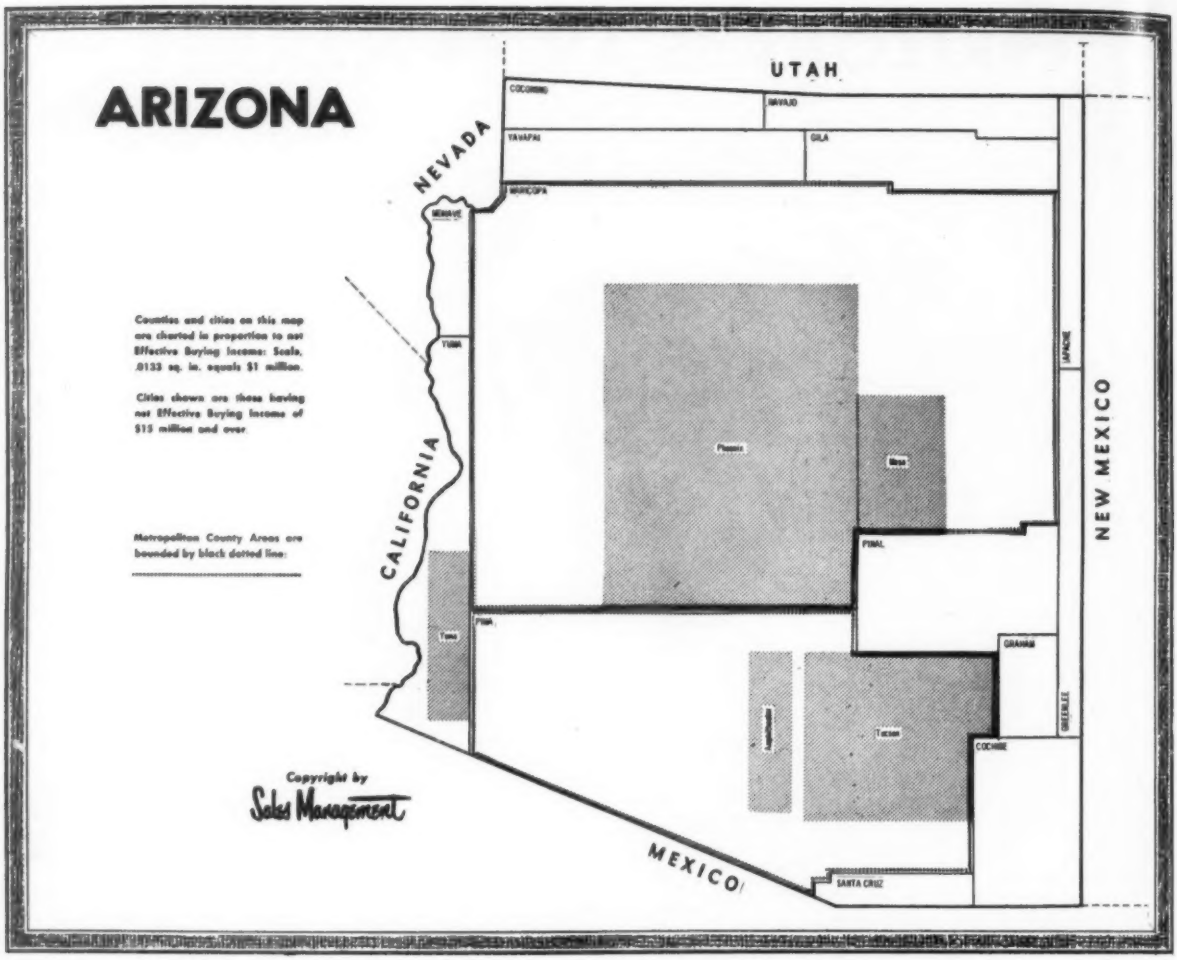
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ARIZONA METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Phoenix	107	520.9	.3088	151.1	389.3	796,681	.2807	1,529	5,273
Tucson	153	227.5	.1348	65.3	160.0	363,184	.1280	1,596	5,562
Total Above Areas		748.4	.4434	216.4	549.3	1,159,865	.4087	1,550	5,360

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Apache		11,435	.0059	1,938	.0091	49	32	1,725	673	3,833	17	...	2,415	1,781	322	183
Cochise		55,724	.0290	4,254	.0254	98	110	12,609	4,089	10,143	1,537	2,594	7,624	7,990	4,286	2,483
Douglas		18,845	.0098		.0076	101	131	4,912	739	4,255	921	1,282	3,570	730	838	953
Coconino		40,819	.0212	5,102	.0167	86	109	5,620	4,829	7,019	749	1,417	7,316	7,407	1,417	950
Flagstaff		25,437	.0132		.0077	131	224	3,941	2,005	3,812	628	1,221	5,883	4,270	1,150	505
Gila		43,082	.0224	5,385	.0174	102	131	9,941	2,809	7,382	1,017	1,132	10,805	3,906	2,749	1,897

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.



ARIZONA COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 — Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Graham		12,124	.0063	3,674	.0062	79	81	2,365	881	1,026	696	1,007	1,989	1,117	1,810	410
Greenlee		15,111	.0078	3,977	.0083	93	88	1,912	1,144	5,256	497	589	3,024	1,477	421	497
Maricopa	107	583,344	.3030	3,861	.2930	95	98	134,193	43,809	55,721	30,850	39,833	104,615	49,147	52,291	23,105
▲Phoenix		370,496	.1925		.1331	131	189	63,775	27,675	45,599	25,610	29,225	68,943	27,597	32,538	14,742
Mesa		42,822	.0222		.0156	103	147	8,956	1,825	3,069	1,978	3,997	11,524	4,242	3,987	1,350
Glendale		21,875	.0114		.0070	108	175	5,508	1,004	1,466	294	1,138	8,451	1,464	893	1,072
Mohave		12,277	.0064	5,338	.0049	107	139	1,562	1,407	2,428	49	165	2,570	2,775	396	391
Navajo		31,834	.0165	4,136	.0144	73	84	5,139	2,518	2,610	1,017	1,045	3,558	3,750	10,548	748
Winslow		17,722	.0092		.0050	137	214	3,210	873	668	576	645	1,685	908	9,508	426
Pima	153	253,940	.1320	3,889	.1306	97	98	62,318	19,231	32,054	16,166	13,503	39,550	21,613	23,484	9,558
▲Tucson		216,526	.1125		.0752	137	205	52,929	15,167	25,709	15,864	12,277	37,975	14,452	19,780	8,188
Pinal		58,291	.0302	3,860	.0238	90	84	10,064	5,084	4,692	1,345	2,069	9,063	6,311	6,601	1,563
Casa Grande		19,263	.0100		.0054	150	278	4,409	1,290	1,850	372	708	3,997	2,377	2,800	217
Santa Cruz		17,527	.0091	6,280	.0065	103	144	4,136	809	1,740	3,608	1,094	2,674	1,151	1,449	431
Nogales		16,789	.0087		.0052	118	198	3,740	688	1,718	3,608	1,094	2,674	1,059	1,364	431
Yavapai		28,092	.0146	3,902	.0140	97	101	6,056	3,070	2,237	955	1,181	6,949	3,639	1,577	1,157
Prescott		15,981	.0083		.0061	124	169	3,288	1,226	909	865	1,031	4,513	1,344	960	1,058
Yuma		53,835	.0280	4,273	.0256	96	105	13,480	4,792	3,879	2,229	1,947	8,590	5,391	8,821	2,052
* Yuma		40,031	.0208		.0133	124	194	10,258	3,171	3,075	1,682	1,947	7,616	2,621	6,544	1,505
Total Above Cities		805,790	.4186		.2821	128	191	163,926	55,683	92,130	52,398	54,565	156,831	61,064	80,342	30,447
State Total		1,217,435	.6324	3,976	.6009	93	97	279,120	95,125	140,020	60,732	67,576	210,742	117,455	116,152	45,086

METRO AREAS.		RETAIL SALES — SM ESTIMATES, 1956														
Phoenix	107	583,344	.3030	3,861	.2930	95	98	134,193	43,809	55,721	30,850	39,833	104,615	49,147	52,291	23,105
Tucson	153	253,940	.1320	3,889	.1306	97	98	62,318	19,231	32,054	16,166	13,503	39,550	21,613	23,484	9,558
Total Above Areas		837,284	.4350	3,869	.4236	96	98	196,511	63,040	87,775	47,016	53,336	144,165	70,760	75,775	32,663

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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Before using these figures, read foreword, page 11.

ARKANSAS — (Other West South Central States: Louisiana, Oklahoma, Texas.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

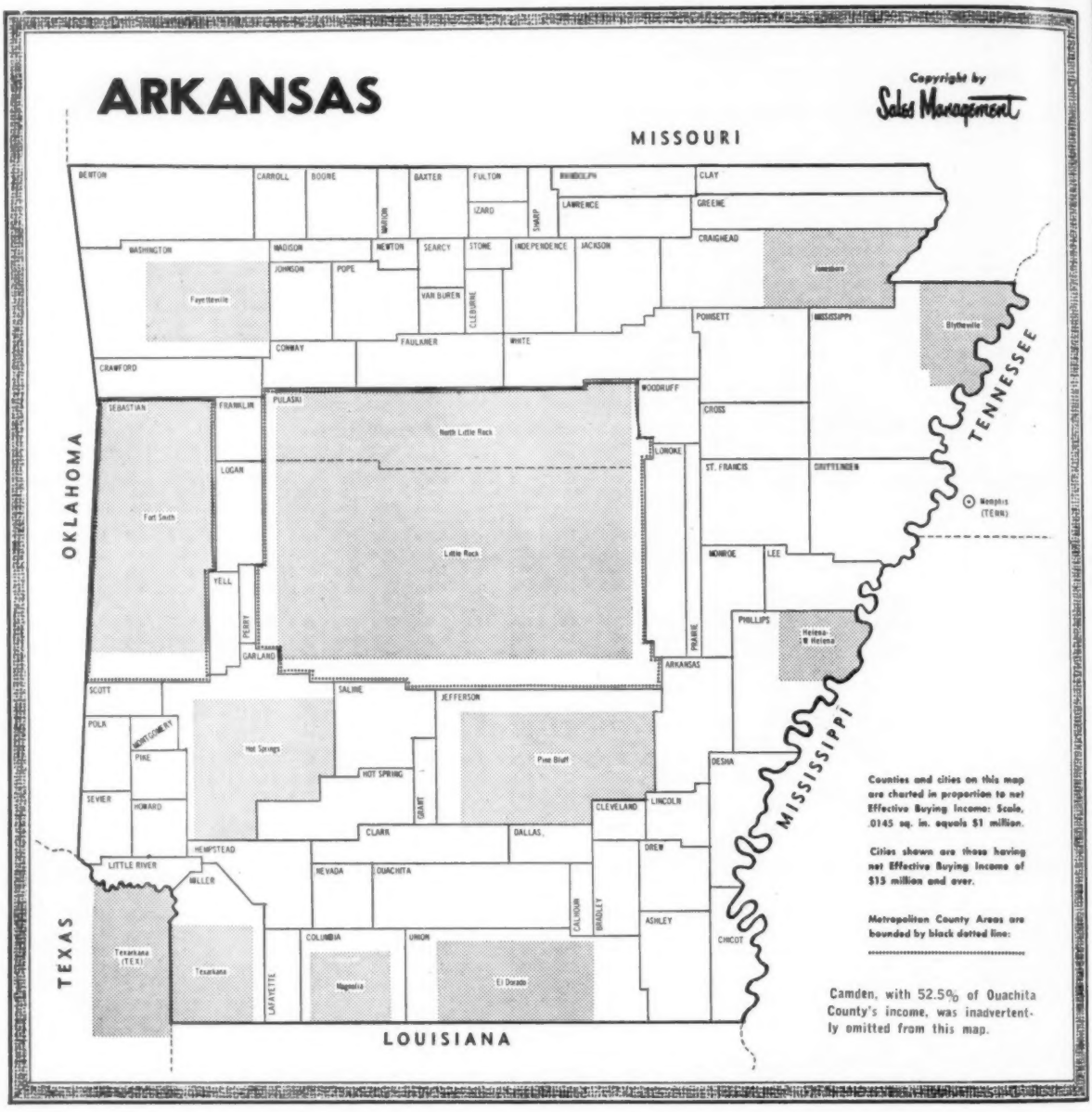
Map, page 226

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Batesville	Independence	7.1	179	31	21	21	12	12	27	25	9	5
Benton	Saline	9.7	149	48	13	11	5	4	13	24	8	4
Blytheville	Mississippi	18.4	292	85	34	21	26	15	20	13	23	9
Camden	Ouachita	17.4	237	73	34	14	15	13	18	21	16	8
Conway	Faulkner	10.1	186	58	15	17	14	11	14	26	10	5
El Dorado	Union	25.9	417	115	50	23	29	22	27	46	19	16
Fayetteville	Washington	20.8	232	37	47	14	23	17	19	20	12	12
Forrest City	St. Francis	9.0	196	56	23	16	16	10	12	16	11	7
Fort Smith	Sebastian	58.7	804	132	175	56	54	51	56	92	37	23
Helena	Phillips	12.6	168	67	21	9	22	12	9	9	7	8
Hope	Hempstead	9.5	191	76	11	22	9	11	14	13	13	6
Hot Springs	Garland	32.9	649	122	148	33	49	32	40	71	25	23
Jonesboro	Craighead	17.1	301	86	30	29	23	19	23	31	22	6
Little Rock	Pulaski	119.4	1,404	356	215	136	94	60	54	146	53	68
Magnolia	Columbia	11.4	189	55	9	17	18	8	18	18	13	5
Newport	Jackson	7.2	160	31	27	8	18	13	17	19	11	4
North Little Rock	Pulaski	53.4	586	142	96	35	21	44	44	73	38	19
Osceola	Mississippi	5.5	95	18	11	4	13	4	8	6	9	4
Paragould	Greene	10.8	218	58	43	14	12	11	21	15	15	5
Pine Bluff	Jefferson	40.5	612	190	96	38	39	48	32	51	24	14
Russellville	Pope	9.2	136	22	14	6	11	14	13	20	14	7
Searcy	White	7.1	185	44	17	20	9	11	22	21	9	5
Springdale	Washington	7.7	150	31	23	12	9	4	19	16	7	6
Stuttgart	Arkansas	8.5	178	37	19	12	11	7	13	23	15	4
Texarkana	Miller	19.8	337	83	56	19	30	17	11	47	7	9
West Memphis	Crittenden	17.8	154	21	22	18	10	12	22	17	11	5

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 Units %	$0-2,499 Inc. %	$2,500-3,999 Units %	$2,500-3,999 Inc. %	$4,000-6,999 Units %	$4,000-6,999 Inc. %	$7,000-9,999 Units %	$7,000-9,999 Inc. %	$10,000&over Units %	$10,000&over Inc. %
Arkansas		23.2	.0138	6.8	11.3	27,439	.0097	1,183	4,035	7.4	3,732	44.2	18.2	30.0	27.8	18.9	27.0	3.8	8.6	3.1	18.4
Stuttgart		8.5	.0050	2.7		13,505	.0048	1,589	5,002	3.2	4,243	37.4	13.5	29.7	24.3	23.8	29.9	4.9	9.8	4.2	22.5
Ashley		20.1	.0119	5.3	5.8	18,828	.0066	937	3,552	5.4	3,474	46.1	21.2	27.5	27.6	18.0	27.6	4.1	9.8	2.3	13.8
Baxter		8.0	.0047	2.3		8,220	.0029	1,028	3,574	2.3	3,499	45.2	19.8	28.2	28.0	20.7	31.6	3.9	9.4	2.0	11.2
Benton		34.7	.0206	10.8	10.8	35,835	.0128	1,033	3,318	11.0	3,092	51.5	25.6	29.4	32.9	14.9	25.8	2.8	7.6	1.4	8.1
Boone		13.7	.0081	4.1	4.7	13,303	.0047	971	3,245	4.3	3,081	51.0	25.4	30.4	34.2	14.7	25.4	2.5	6.9	1.4	8.1
Bradley		13.2	.0078	3.5	4.6	11,616	.0041	880	3,319	3.8	3,092	46.7	23.2	34.5	38.7	15.5	26.7	2.3	6.2	1.0	5.2
Calhoun		5.9	.0035	1.5		4,593	.0016	778	3,062	1.6	2,863	58.2	31.2	26.6	32.2	11.6	21.6	2.4	7.1	1.2	7.9
Carroll		10.5	.0062	3.4		9,661	.0034	920	2,841	3.5	2,745	59.4	33.2	27.0	34.1	10.7	20.8	1.9	5.9	1.0	6.0
Chicot		19.3	.0115	5.5	5.8	15,633	.0055	810	2,842	6.1	2,542	66.6	40.2	21.6	29.6	9.4	19.8	1.5	4.8	.9	5.6
Clark		21.0	.0124	5.7	6.3	20,652	.0073	983	3,623	7.0	2,948	54.3	28.3	28.9	33.9	13.4	24.3	2.2	6.4	1.2	7.1
Clay		21.6	.0128	6.0	2.1	18,077	.0064	837	3,013	6.1	2,943	54.3	28.3	29.6	34.8	12.6	22.9	2.3	6.5	1.2	7.5
Cleburne		8.6	.0051	2.3		5,998	.0021	697	2,608	2.4	2,505	63.4	38.8	27.4	37.9	7.4	15.7	1.3	4.4	.5	3.2
Cleveland		6.6	.0039	1.8		5,122	.0018	776	2,846	1.9	2,732	58.5	32.9	28.9	36.7	9.8	19.2	1.9	5.7	.9	5.5
Columbia		24.6	.0146	6.8	11.4	25,221	.0089	1,025	3,709	7.2	3,510	48.3	21.1	25.7	25.5	20.0	30.3	3.6	8.7	2.4	14.4
Magnolia		11.4	.0068	3.6		15,575	.0055	1,366	4,326	4.0	3,936	43.3	16.9	24.9	21.9	23.8	32.2	4.6	9.9	3.4	19.1
Conway		14.7	.0087	3.8	4.4	11,505	.0041	783	3,028	4.2	2,738	58.6	32.9	27.3	34.4	11.5	22.4	1.8	5.6	.8	4.7
Craighead		51.1	.0303	13.6	17.1	55,159	.0194	1,079	4,056	15.3	3,611	44.7	19.0	29.3	28.1	19.0	28.1	4.5	10.6	2.5	14.2
Jonesboro		17.1	.0101	5.0		25,522	.0090	1,493	5,104	6.3	4,028	38.7	14.8	27.7	23.9	24.5	32.5	6.0	12.4	3.1	16.4
Crawford		21.0	.0124	6.1	6.0	18,850	.0066	898	3,090	6.2	3,062	51.4	25.8	29.3	33.2	15.5	27.0	2.6	7.1	1.2	6.9
Crittenden		52.9	.0313	13.6	17.8	42,622	.0150	806	3,134	14.9	2,866	62.7	33.6	24.0	28.9	9.3	17.3	2.0	5.9	2.0	14.3
West Memphis		17.8	.0105	4.8		16,785	.0059	943	3,497	5.4	3,085	56.7	28.2	25.9	29.1	12.6	21.8	2.8	7.7	2.0	13.2
Cross		22.8	.0136	5.9	3.8	20,263	.0072	889	3,434	6.1	3,319	55.0	25.5	25.8	26.9	13.1	21.0	3.3	8.3	2.8	18.3
Dallas		11.6	.0068	3.0	3.5	9,759	.0034	841	3,253	3.2	3,081	49.0	24.4	32.8	36.8	14.9	25.8	2.1	5.9	1.2	7.1
Desha		24.1	.0143	6.3	6.2	20,279	.0072	841	3,219	7.0	2,886	59.6	31.7	22.9	27.4	13.4	24.7	2.9	8.5	1.2	7.7
Drew		14.6	.0087	3.9	3.7	12,315	.0043	843	3,158	4.2	2,924	55.3	29.0	27.9	32.9	13.3	24.4	2.4	7.0	1.1	6.7
Faulkner		21.5	.0127	5.7	10.1	20,775	.0073	966	3,645	7.3	2,846	55.9	30.1	27.4	33.3	13.8	26.0	2.2	6.6	.7	4.0
Conway		10.1	.0060	2.7		13,519	.0048	1,339	5,007	4.6	2,965	54.0	28.0	27.1	31.6	15.2	27.4	2.8	7.8	.9	5.2
Franklin		9.9	.0059	2.7		8,237	.0029	832	3,051	3.0	2,732	57.2	32.1	28.7	36.4	12.0	23.5	1.5	4.5	.6	3.5
Fulton		6.5	.0038	1.8		4,623	.0017	711	2,568	1.8	2,542	61.1	36.9	27.5	37.6	10.2	21.3	1.1	3.6	.1	.6
Garland		50.9	.0302	16.1	32.9	71,591	.0252	1,407	4,447	18.5	3,864	41.0	16.3	30.7	27.6	20.5	28.3	4.6	10.0	3.2	17.8
Hot Springs		32.9	.0195	11.1		53,164	.0187	1,616	4,790	13.4	3,978	40.6	15.7	29.7	25.9	21.1	28.3	5.1	10.7	3.5	19.4
Grant		8.4	.0049	2.3		6,853	.0024	816	2,980	2.4	2,838	53.5	28.9	30.6	37.5	13.7	25.7	1.6	4.8	.6	3.1
Greene		25.3	.0150	6.9	10.8	22,919	.0081	906	3,322	6.9	3,309	50.5	23.4	29.2	30.6	14.9	24.0	3.2	8.1	2.2	13.9
Paragould		10.8	.0064	3.5		13,515	.0048	1,251	3,861	3.5	3,823	43.6	17.5	29.8	27.0	19.0	26.5	4.2	9.3	3.4	19.7
Hempstead		18.8	.0112	5.4	9.5	17,121	.0060	911	3,171	5.7	2,998	54.0	27.7	27.6	31.8	15.0	26.6	2.1	6.0	1.3	7.9
Hope		9.5	.0056	3.0		11,262	.0040	1,185	3,754	3.3	3,377	47.1	21.4	29.5	30.2	18.6	29.4	2.9	7.3	1.9	11.7
Hot Spring		25.7	.0152	7.1	9.4	26,101	.0092	1,016	3,676	7.1	3,688	39.1	16.3	33.4	31.4	21.1	30.5	4.2	9.5	2.2	12.3
Howard		9.4	.0056	2.6	2.5	7,296	.0026	776	2,806	2.7	2,745	56.2	31.4	29.4	37.3	12.3	23.9	1.6	4.8	.5	2.6
Independence		19.3	.0114	5.4	7.1	16,806	.0059	871	3,112	5.7	2,930	54.1	28.3	30.0	35.5	12.8	23.3	1.9	5.5	1.2	7.4
Batesville		7.1	.0042	2.2		8,665	.0031	1,220	3,939	2.6	3,302	47.1	21.9	31.5	33.0	16.8	27.2	2.8	7.2	1.8	10.7
Izard		6.2	.0037	1.7		4,446	.0016	717	2,615	1.9	2,351	64.5	42.1	29.1	43.1	5.8	13.1	.6	1.7	.1	
Jackson		26.5	.0157	7.1	7.2	23,884	.0084	901	3,364	7.3	3,254	50.4	23.8	27.9	29.7	16.6	27.2	3.3	8.6	1.8	10.7
Newport		7.2	.0043	2.1		9,925	.0035	1,378	4,726	2.5	3,918	40.7	15.9	27.5	24.4	23.3	31.7	5.6	11.9	2.9	16.1
Jefferson		83.9	.0497	23.9	40.5	90,898	.0320	1,083	3,803	26.5	3,432	49.9	22.3	25.7	25.9	18.1	28.1	4.0	9.9	2.3	13.8
Pine Bluff		40.5	.0240	12.3		54,353	.0192	1,342	4,419	14.6	3,714	45.8	18.9	25.9	24.2	20.6	29.6	4.9	11.2	2.8	16.1
Johnson		13.4	.0079	3.9	3.7	12,046	.0043	899	3,089	4.1	2,910	55.4	29.2	30.0	35.8	11.4	20.9	1.8	5.2	1.4	8.9

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Before using these figures, read foreword, page 11.



LITTLE ROCK GIVES YOU $38 BILLION BUYING POWER IN RADIUS OF 400 MILES!

Because of its strategic location, Little Rock is the only city which can deliver 75% of the booming Southwestern market with an overnight truck haul! . . . Furthermore, you get a bonus market in the Southeast with its 10 million population and $12 billion in buying power. Get the complete set of facts on Little Rock and its marketing importance to you!

For Complete Marketing Details—

CONTACT TRADE DEVELOPMENT DEPARTMENT

Little Rock Chamber of Commerce

- **Little Rock is the key city for distributing in Arkansas, Louisiana, Texas, Oklahoma, Kansas, and Missouri.**
- **In this area there are 28 million people, $27 billion in retail sales, and $38 billion in buying power.**
- **Check Little Rock in your marketing plans. Take advantage of a strategic city location which can mean extra sales, extra profits to you and faster service to your customers!**

ARKANSAS IS DIFFERENT

HERE, ONE NEWSPAPER DOMINATES THE MAJOR CITY, RETAIL TRADE ZONE, AND STATE

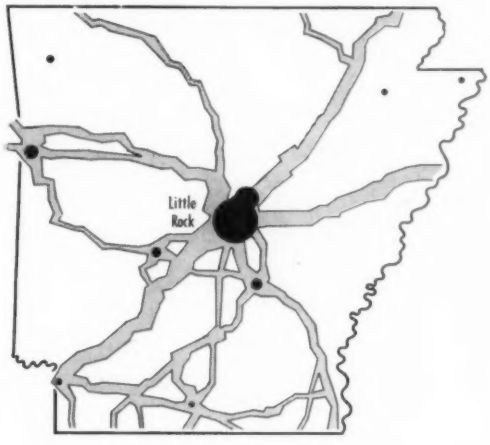
(THE ONLY SPOT IN THE NATION WHERE THIS IS TRUE)

—*and does it at the state's highest subscription rate*

A Gazette subscription costs 14% more than any other newspaper in the state; but Arkansans prefer it much more, too. They give it a Sunday circulation total of *108,230; 16,116 more than any other newspaper, with daily comparison quite similar. Only the best and best-read newspaper could do this.

—*and delivers 94% of its circulation into homes*

In Arkansas, the great Home newspaper is also the great State paper. From its central location the Gazette can and does cover the state with fresh news as completely as it does its home city. This has brought the Gazette overwhelming leadership in all circulation categories: City, Retail Trade Zone, and Total.



● POPULATION
The map above shows Arkansas's principal concentrations of population in proportion to their sizes. The remainder of the state's population is distributed fairly evenly.

TRAFFIC FLOW
As Arkansas's major city, market, and distribution center, Little Rock is the hub of statewide traffic. In this state, all sales trails lead to Little Rock, and the Gazette.

—*and naturally leads in all advertising categories, by far*

Little Rock is the focal point of all Arkansas traffic (note the map above). In effect this makes Little Rock's per capita and family retail sales much higher than the national average. Alert advertisers rely on the big Gazette circulation to get their share of these sales, and they succeed! And, with the nearest large city 139 miles away, this makes Little Rock a perfect test market.

* Sept. 1956 ABC Publisher's Statement

Arkansas Gazette



33 County Area Coverage (NCS #2)

SERVING

197,000 Homes in 4 States

*250 Hours Sponsored Network Programs Monthly

*Maximum Power 100,000 Watts

CBS INTERCONNECTED ABC

CHANNEL 6

KCMC-TV

TEXARKANA, TEX.-ARK.

Represented By
Venard Rintoul & McConnell, Inc.
Southwest: Clyde Melville Co.,
Southeast: James S. Ayers Co.,

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ARKANSAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Lafayette		12.1	.0072	3.1	2.4	10,520	.0037	869	3,394	3.5	2,979	57.9	29.8	24.9	29.0	13.1	23.4	2.4	6.9	1.7	10.9
Lawrence		17.1	.0101	4.6	2.5	13,514	.0047	790	2,938	4.6	2,966	55.2	28.6	28.2	32.9	12.6	22.7	2.7	7.6	1.3	8.2
Lee		24.6	.0146	6.3	4.7	19,680	.0070	800	3,124	6.7	2,941	61.5	32.1	23.8	28.1	10.6	19.2	1.9	5.5	2.2	15.1
Lincoln		12.4	.0073	3.1		8,287	.0029	668	2,673	3.4	2,470	68.4	42.5	22.1	31.0	7.4	15.9	1.1	3.8	1.0	6.8
Little River		10.1	.0060	2.7	2.3	9,254	.0032	916	3,427	3.2	2,862	59.5	31.9	25.4	30.8	11.7	21.8	1.9	5.6	1.5	9.9
Logan		15.7	.0093	4.2	3.0	13,438	.0048	856	3,200	4.8	2,793	57.0	31.3	28.5	35.5	11.7	22.4	1.9	5.6	.9	5.2
Lonoke		22.9	.0136	6.2		22,674	.0080	990	3,657	6.6	3,422	52.4	23.5	28.2	28.6	13.5	21.0	2.8	6.9	3.1	20.0
Madison		9.6	.0057	2.4		6,761	.0024	704	2,817	2.7	2,470	64.5	40.1	25.9	38.2	8.2	17.8	1.0	3.5	.4	2.4
Marion		5.6	.0033	1.6		4,620	.0016	825	2,888	1.6	2,841	55.1	29.8	28.4	34.6	13.8	26.0	2.0	5.8	.7	3.8
Miller	256	36.7	.0217	10.6	19.8	39,822	.0140	1,085	3,757	11.5	3,468	43.6	19.3	30.6	30.5	20.1	30.9	4.0	9.8	1.7	9.5
△*Texarkana (Tex.)-Texarkana (Ark.)*		*51.1*	*.0302*	*16.4*		*65,345*	*.0230*	*1,279*	*3,984*												
1△Texarkana		19.8	.0117	6.4		25,205	.0089	1,273	3,938	6.9	3,655	40.0	16.8	30.8	29.1	22.5	32.9	4.8	11.0	1.9	10.2
Mississippi		70.4	.0417	18.2	23.9	65,397	.0231	929	3,593	18.5	3,532	50.0	21.7	28.0	27.5	15.4	23.3	3.5	8.3	3.1	19.2
Blytheville		18.4	.0109	5.6		24,120	.0085	1,311	4,307	6.2	3,898	43.5	17.1	28.9	25.7	19.3	26.4	4.7	10.1	3.6	20.7
Osceola		5.5	.0033	1.6		6,901	.0024	1,255	4,313	1.8	3,738	44.9	18.4	28.8	26.8	19.1	27.3	4.1	9.1	3.1	18.4
Monroe		18.8	.0112	4.9	6.6	16,393	.0057	872	3,346	5.4	3,054	53.1	26.7	28.4	32.2	14.2	24.8	2.9	8.1	1.4	8.2
Montgomery		4.9	.0029	1.3		3,917	.0014	799	3,013	1.6	2,493	64.1	39.5	24.4	34.0	10.2	21.9	1.0	3.2	.3	1.4
Nevada		11.6	.0068	3.2	3.2	10,013	.0035	863	3,129	3.2	3,113	54.3	26.8	28.0	31.2	13.4	23.0	2.3	6.1	2.0	12.9
Newton		6.1	.0036	1.5		3,566	.0013	585	2,377	1.5	2,332	67.6	44.5	25.2	37.4	6.3	14.5	.8	2.8	.1	.8
Ouachita		40.2	.0239	11.2	20.6	43,004	.0152	1,070	3,840	11.8	3,635	42.0	17.7	29.5	28.2	22.3	32.7	4.1	9.5	2.1	11.9
Camden		17.4	.0103	5.2		22,603	.0080	1,299	4,347	6.0	3,787	40.5	16.4	30.1	27.7	22.0	31.0	4.8	10.6	2.6	14.3
Perry		4.1	.0024	1.0		3,123	.0011	762	3,123	1.2	2,519	62.3	38.0	27.9	38.4	8.4	17.8	.9	3.0	.5	2.8
Phillips		46.3	.0274	12.7	19.4	43,747	.0154	945	3,445	14.4	3,030	56.4	28.6	26.8	30.7	11.9	20.9	3.1	8.5	1.8	11.3
Helena-West Helena		*20.8*	*.0123*	*6.6*		*27,906*	*.0098*	*1,342*	*4,228*												
Helena		12.6	.0075	4.1		16,875	.0059	1,339	4,116	5.0	3,408	52.9	23.8	27.4	28.0	12.8	20.0	4.0	9.8	2.9	18.4
Pike		7.5	.0045	2.1		6,658	.0023	888	3,170	2.2	2,990	51.7	26.5	29.9	34.7	15.0	26.8	2.5	7.0	.9	5.0
Poinsett		29.0	.0171	7.2	4.9	24,760	.0087	854	3,439	7.5	3,319	52.5	24.3	28.4	29.7	13.2	21.2	3.3	8.3	2.6	16.5
Polk		11.9	.0071	3.5	3.8	9,561	.0034	803	2,732	3.5	2,762	58.0	32.2	27.9	35.0	11.3	21.9	2.0	6.2	.8	4.7
Pope		19.2	.0114	5.3	9.2	18,233	.0064	950	3,440	6.3	2,908	54.5	28.8	28.4	33.8	13.8	25.3	2.4	6.9	.9	5.2
Russellville		9.2	.0055	2.8		11,581	.0041	1,259	4,136	3.6	3,177	49.9	24.1	29.0	31.6	16.3	27.4	3.5	9.2	1.3	7.7
Prairie		12.0	.0071	3.1		9,383	.0033	782	3,027	3.1	3,012	53.5	27.3	30.4	35.0	11.8	20.9	2.8	7.7	1.5	9.1
Pulaski	81	242.3	.1435	72.8	181.4	372,811	.1314	1,539	5,121	82.5	4,521	32.9	11.2	28.1	21.5	27.3	32.2	7.4	13.8	4.3	21.3
▲*Little Rock-North Little Rock*		*172.8*	*.1023*	*54.1*		*290,098*	*.1023*	*1,679*	*5,363*												
▲Little Rock		119.4	.0707	37.7		216,402	.0763	1,812	5,740	45.2	4,784	31.7	10.2	27.0	19.5	27.8	31.0	8.3	14.6	5.2	24.7
▲North Little Rock		53.4	.0316	16.4		73,696	.0260	1,380	4,494	17.5	4,221	32.6	11.9	30.1	24.7	28.0	35.4	6.3	12.5	3.0	15.5

1 Texarkana is in Bowie County, Texas and Miller County, Arkansas.

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Before using these figures, read foreword, page 11.

The Edge Index (see insert between 224 and 225) will help you find the data you want quickly.

ARKANSAS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 Units %	$0-2,499 Inc. %	$2,500-3,999 Units %	$2,500-3,999 Inc. %	$4,000-6,999 Units %	$4,000-6,999 Inc. %	$7,000-9,999 Units %	$7,000-9,999 Inc. %	$10,000&over Units %	$10,000&over Inc. %
Randolph		12.5	.0074	3.1	3.1	10,224	.0036	818	3,298	3.6	2,863	55.8	29.9	28.8	34.9	12.1	22.5	2.3	6.7	1.0	6.0
St. Francis		34.5	.0204	8.7	9.0	28,651	.0101	830	3,293	9.7	2,956	58.9	30.5	26.4	31.1	10.3	18.5	2.5	7.1	1.9	12.8
Forrest City		9.0	.0053	2.9		10,531	.0037	1,170	3,631	2.9	3,618	49.3	20.9	26.8	25.7	16.2	23.9	4.6	10.6	3.1	18.9
Saline		29.1	.0173	7.0	11.7	27,701	.0098	952	3,957	7.9	3,515	37.7	16.5	35.4	35.0	21.8	33.1	3.8	9.0	1.3	6.4
Benton		9.7	.0057	3.0		12,055	.0042	1,243	4,018	3.1	3,898	32.3	12.7	35.2	31.2	25.6	35.1	4.9	10.7	2.0	10.3
Scott		6.0	.0035	1.7		4,901	.0017	817	2,883	1.8	2,669	56.1	32.3	32.1	41.5	10.4	20.8	1.1	3.6	.3	1.8
Searcy		9.1	.0054	2.4		6,288	.0022	691	2,620	2.6	2,422	63.0	39.9	26.8	41.3	7.3	16.1	.8	2.7	.1	
Sebastian	50	67.7	.0401	21.0	59.8	95,381	.0336	1,409	4,542	22.8	4,180	34.8	12.8	31.2	25.9	25.5	32.5	4.9	9.9	3.6	18.9
▲Fort Smith		58.7	.0348	18.5		86,308	.0304	1,470	4,665	20.4	4,222	34.4	12.5	31.1	25.6	25.8	32.6	5.0	10.0	3.7	19.3
Sevier		7.6	.0045	2.1	1.9	6,935	.0025	913	3,302	2.3	3,024	50.6	25.7	31.3	35.9	15.1	26.6	1.9	5.3	1.1	6.5
Sharp		6.7	.0040	1.8		5,064	.0017	756	2,813	2.1	2,467	63.2	39.3	27.5	38.6	6.2	17.7	.9	3.0	.2	1.4
Stone		5.5	.0033	1.4		3,784	.0014	688	2,703	1.5	2,524	62.4	38.0	27.2	37.2	8.9	18.9	1.1	3.6	.4	2.3
Union		54.0	.0320	15.8	25.9	69,526	.0245	1,288	4,400	18.5	4,207	38.5	13.3	24.9	20.7	26.9	36.6	6.5	12.9	3.2	16.5
El Dorado		25.9	.0153	8.2		40,274	.0142	1,555	4,911	8.8	4,577	33.4	11.2	24.1	18.2	30.5	35.6	7.8	14.3	4.2	20.7
Van Buren		7.1	.0042	2.0		5,363	.0019	755	2,682	2.2	2,485	65.1	40.2	26.5	37.0	6.6	14.2	1.0	3.3	.8	5.3
Washington		52.0	.0308	15.2	28.5	63,002	.0222	1,212	4,145	18.7	3,362	48.7	22.2	29.6	30.6	16.2	25.7	3.3	8.3	2.2	13.2
Fayetteville		20.8	.0123	5.9		34,918	.0123	1,679	5,918	9.8	3,557	47.9	20.7	27.7	27.0	17.7	26.5	4.0	9.6	2.7	16.2
Springdale		7.7	.0046	2.4		8,896	.0031	1,155	3,707	2.5	3,570	41.8	18.0	34.9	33.8	17.7	26.5	3.2	7.5	2.4	14.2
White		34.3	.0203	9.7	7.1	30,648	.0108	894	3,160	10.5	2,917	55.2	29.0	29.4	35.1	12.0	21.9	2.1	5.9	1.3	8.1
Searcy		7.1	.0042	2.2		9,535	.0034	1,343	4,334	2.7	3,475	47.1	20.8	29.9	29.8	17.2	26.4	3.4	8.2	2.4	14.8
Woodruff		15.7	.0093	3.9		11,319	.0040	721	2,902	4.2	2,686	61.2	35.0	26.1	33.7	10.0	19.9	1.7	5.2	1.0	6.2
Yell		11.1	.0066	3.2		8,706	.0030	734	2,721	3.2	2,699	57.2	32.6	30.6	39.2	10.2	20.2	1.3	4.2	.7	3.8
Total Above Cities		567.5	.3361	175.9		835,690	.2947	1,473	4,751	206.0	4,057	39.3	14.9	28.5	24.2	23.2	30.5	5.6	11.7	3.4	18.7
State Total		1,813.5	1.0744	506.4	713.4	1,901,175	.6899	1,048	3,754	553.7	3,434	48.4	21.6	28.3	28.4	17.4	27.1	3.7	9.2	2.2	13.7

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Fort Smith	50	67.7	.0401	21.0	59.8	95,381	.0336	1,409	4,542
Little Rock-North Little Rock	81	242.3	.1435	72.8	181.4	372,811	.1314	1,539	5,121
△Texarkana	256	106.0	.0628	31.0	53.6	116,462	.0410	1,099	3,757
Total Above Areas		416.0	.2464	124.8	294.8	584,654	.2060	1,405	4,685

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956														
		Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Arkansas		32,835	.0171	4,829	.0128	93	124	5,463	702	2,475	613	916	4,213	2,149	4,711	808
Stuttgart		23,557	.0122		.0071	142	244	3,235	555	1,136	511	306	2,912	1,472	3,565	572
Ashley		19,369	.0100	3,655	.0086	72	84	4,975	590	4,020	735	216	4,107	1,780	1,334	680
Baxter		6,514	.0034	2,832	.0034	72	72	1,529	338	229	330	88	1,487	537	418	258
Benton		28,379	.0147	2,628	.0149	72	71	4,216	530	1,657	946	830	3,865	2,241	1,874	1,008
Boone		12,902	.0068	3,147	.0060	74	84	3,160	456	1,757	638	493	2,990	716	1,029	439
Bradley		12,189	.0063	3,483	.0055	71	81	2,579	546	1,513	504	484	3,042	829	959	255
Calhoun		2,720	.0014	1,813	.0019	54	40	960	161	461	...	46	359	275	143	88
Carroll		6,624	.0034	1,948	.0040	65	55	1,267	382	513	71	199	1,085	492	448	245
Chicot		13,346	.0070	2,427	.0071	62	61	2,975	476	888	1,130	118	1,861	1,853	2,640	462
Clark		15,041	.0078	2,639	.0085	69	63	3,471	506	1,354	744	846	3,006	1,135	1,319	527
Clay		12,265	.0064	2,044	.0077	60	50	3,160	152	1,151	226	829	1,576	802	2,893	231
Cleburne		3,618	.0018	1,573	.0026	51	35	553	8	532	57	67	1,094	180	181	141
Cleveland		2,124	.0011	1,180	.0020	51	28	670	47	506	15	116	59	186	137	41
Columbia		19,673	.0103	2,893	.0104	71	71	3,632	552	1,717	1,559	998	5,485	1,655	1,970	626
Magnolia		16,800	.0087		.0067	99	128	2,591	377	1,015	1,493	929	5,345	1,327	1,921	506
Conway		9,769	.0050	2,571	.0053	61	57	1,907	698	1,021	547	597	1,580	780	741	239
Craighead		37,045	.0193	2,724	.0216	71	64	8,255	999	3,589	2,865	2,172	7,318	2,588	5,008	1,162
Jonesboro		29,822	.0155		.0112	111	153	5,808	871	1,832	2,731	2,029	7,149	1,732	3,998	903
Crawford		10,757	.0056	1,763	.0074	60	45	3,389	412	516	407	410	2,326	887	511	537
Crittenden		39,323	.0204	2,891	.0199	64	65	7,089	1,407	2,196	1,209	1,315	14,411	2,852	3,568	795
West Memphis		26,792	.0139		.0092	88	132	3,696	986	499	798	1,123	11,799	1,681	2,977	569
Cross		13,130	.0068	2,225	.0084	62	50	2,491	329	1,435	625	499	3,343	718	2,492	577
Dallas		9,988	.0052	3,329	.0046	68	76	2,066	196	855	474	434	3,678	855	543	194
Desha		16,233	.0084	2,577	.0090	63	59	4,218	413	1,285	690	457	3,255	1,109	2,972	476
Drew		9,002	.0047	2,308	.0053	61	54	2,998	105	1,211	410	313	2,006	377	576	316
Faulkner		14,841	.0077	2,604	.0085	67	61	3,568	526	1,984	662	916	3,180	1,571	1,182	407
Conway		13,274	.0069		.0057	95	115	2,972	392	1,651	662	916	3,180	1,227	1,111	335
Franklin		5,388	.0028	1,996	.0035	56	47	906	220	1,056	104	430	1,044	409	441	170
Fulton		2,782	.0015	1,546	.0020	53	39	535	101	332	43	101	761	682	61	52
Garland		49,804	.0258	3,093	.0284	87	85	10,815	5,087	4,257	4,814	2,348	8,888	3,287	1,986	1,971
Hot Springs		47,159	.0245		.0206	106	126	9,849	4,658	3,793	4,755	2,348	8,810	2,924	1,907	1,971
Grant		3,421	.0018	1,487	.0027	55	37	1,259	74	329	193	...	637	409	261	82
Greene		15,451	.0080	2,239	.0095	63	53	3,270	769	1,044	1,338	1,001	2,561	931	2,362	341
Paragould		13,947	.0072		.0058	91	113	2,738	709	896	1,338	930	2,561	798	2,272	...

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ARKANSAS

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-App. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Hempstead		14,656	.0076	2,714	.0075	67	68	4,077	261	1,715	527	853	4,145	927	1,058	486
Hope		13,284	.0069		.0052	93	123	3,402	261	1,281	527	853	4,145	816	948	416
Hot Spring		14,146	.0074	1,992	.0068	64	49	3,993	608	1,021	587	413	3,655	1,415	909	477
Howard		7,308	.0038	2,811	.0036	64	68	1,513	144	1,071	231	308	2,117	375	998	349
Independence		15,796	.0082	2,925	.0077	68	72	2,957	549	1,361	981	658	4,316	1,276	1,464	347
Batesville		13,718	.0071		.0045	107	169	2,236	517	892	981	658	4,137	990	1,244	294
Izard		2,743	.0014	1,614	.0020	54	38	362	...	616	124	...	845	209	313	64
Jackson		21,024	.0109	2,961	.0106	68	69	3,176	1,342	1,809	1,324	1,490	4,152	1,729	3,090	568
Newport		15,702	.0082		.0051	119	191	1,937	733	933	1,324	1,169	3,657	1,049	3,483	474
Jefferson		56,032	.0292	2,344	.0347	70	59	16,569	2,383	4,210	4,915	2,791	10,918	4,263	3,828	1,481
Pine Bluff		50,678	.0263		.0223	93	110	14,470	2,109	3,482	4,514	2,736	10,547	3,581	3,363	1,417
Johnson		7,892	.0041	2,024	.0049	62	52	2,260	434	592	336	270	1,243	527	708	152
Lafayette		6,573	.0034	2,120	.0043	60	47	1,644	131	620	388	181	1,456	696	949	174
Lawrence		11,178	.0058	2,430	.0061	60	57	2,582	363	1,229	383	1,401	1,863	1,111	1,389	235
Lee		13,116	.0068	2,082	.0065	58	47	2,725	316	1,869	291	555	1,832	1,091	2,444	371
Lincoln		4,157	.0021	1,341	.0035	48	29	750	71	1,155	24	135	983	543	324	128
Little River		5,035	.0027	1,865	.0037	62	45	1,578	107	247	314	113	1,354	520	315	214
Logan		9,532	.0049	2,270	.0057	61	53	1,718	416	1,727	247	398	2,227	1,053	314	267
Lonoke		18,584	.0097	2,997	.0096	71	71	4,367	461	1,935	436	276	4,746	1,511	3,015	382
Madison		3,458	.0018	1,441	.0029	51	32	836	68	416	220	181	795	180	306	45
Marion		2,531	.0013	1,582	.0018	55	39	960	100	421	32	56	123	103	122	81
Miller	256	29,964	.0155	2,827	.0160	74	71	5,140	2,334	4,338	2,787	1,268	4,534	3,049	998	675
△Texarkana (Tex.)-Texarkana (Ark.)		64,007	.0333		.0275	91	110	11,746	5,728	10,042	4,586	3,342	10,220	6,893	3,923	2,336
1△Texarcana		28,382	.0147		.0112	96	126	4,540	2,108	4,066	2,721	1,268	4,465	2,976	998	675
Mississippi		59,658	.0310	3,278	.0292	70	74	15,891	1,528	4,342	3,557	2,698	14,007	2,579	8,800	1,980
Blytheville		29,317	.0152		.0110	101	139	6,526	1,000	2,129	2,634	1,782	7,352	965	3,781	907
Osceola		14,168	.0074		.0041	124	224	2,341	237	456	670	557	5,137	374	3,309	325
Monroe		12,236	.0064	2,497	.0070	63	57	2,895	666	1,426	395	349	1,670	1,416	1,348	314
Montgomery		1,645	.0008	1,285	.0016	55	28	418	67	576	...	...	219	223	88	34
Nevada		6,075	.0032	1,898	.0040	59	47	1,545	162	593	294	130	1,628	499	650	192
Newton		485	.0003	323	.0015	42	8	216	72	73	...	...	...	43	...	31
Ouachita		22,734	.0118	2,030	.0159	67	49	5,308	1,110	2,255	1,262	1,082	4,842	1,971	1,662	608
Camden		17,889	.0093		.0089	86	90	3,892	676	1,719	1,262	936	4,786	1,301	1,355	427
Perry		1,144	.0006	1,144	.0012	50	25	316	...	408	...	...	252	65	51	...
Phillips		30,435	.0158	2,396	.0179	65	58	7,909	1,024	3,132	2,426	1,610	5,852	1,553	3,647	1,014
Helena-West Helena		22,907	.0119		.0109	89	97	6,008	777	1,869	2,014	1,254	4,793	880	2,643	767
Helena		18,999	.0099		.0074	99	132	4,881	643	1,517	1,964	1,159	4,405	585	2,248	568
Pike		4,950	.0025	2,357	.0028	62	56	863	115	628	84	24	1,674	555	425	194
Poinsett		24,742	.0129	3,436	.0117	68	75	4,994	994	2,148	1,004	1,102	3,693	1,499	5,424	908
Polk		8,519	.0044	2,434	.0044	62	62	1,823	420	1,157	333	398	1,629	818	619	326
Pope		15,162	.0079	2,861	.0079	69	69	3,218	486	1,235	742	1,251	3,368	1,107	1,408	458
Russellville		12,834	.0067		.0052	95	122	2,515	436	675	728	1,197	3,249	707	1,113	335
Prairie		7,005	.0036	2,260	.0041	58	51	1,525	376	627	110	533	894	956	1,478	258
Pulaski	81	259,490	.1348	3,564	.1349	94	94	53,189	17,236	44,828	13,890	12,580	56,235	17,026	14,462	8,811
▲Little Rock-North Little Rock		251,023	.1304		.1107	108	127	49,585	16,751	44,095	13,755	12,458	54,767	15,881	13,785	8,684
▲Little Rock		193,224	.1004		.0824	117	142	38,058	13,620	41,114	12,218	9,066	36,248	10,146	9,489	7,119
▲NorthLittleRock		57,799	.0300		.0283	90	95	11,527	3,131	2,981	1,537	3,392	18,519	5,735	4,296	1,565
Randolph		8,049	.0042	2,596	.0045	61	57	1,248	158	837	370	253	2,340	589	1,219	312
St. Francis		21,359	.0111	2,455	.0125	61	54	5,438	940	2,003	1,340	923	3,662	1,549	3,311	488
Forrest City		15,459	.0080		.0053	100	151	3,677	640	1,110	1,039	724	3,044	1,202	2,209	488
Saline		17,919	.0093	2,560	.0111	64	54	4,681	318	3,173	456	325	5,416	1,386	1,255	414
Benton		14,849	.0077		.0056	98	135	3,391	252	2,379	456	325	4,990	893	1,250	414
Scott		4,295	.0022	2,526	.0022	63	63	1,069	472	320	38	100	992	496	395	131
Searcy		3,518	.0019	1,466	.0028	52	35	745	65	403	61	146	1,140	309	309	121
Sebastian	50	95,214	.0494	4,534	.0396	99	123	18,800	5,980	12,843	6,497	4,323	22,186	6,209	7,954	2,842
▲Fort Smith		91,591	.0476		.0364	105	137	17,482	5,744	11,657	6,497	4,179	21,981	5,668	7,910	2,733
Sevier		6,277	.0033	2,989	.0031	69	73	1,399	362	746	82	86	1,462	502	335	320
Sharp		1,872	.0010	1,040	.0020	50	25	554	86	294	...	...	431	312	69	71
Stone		3,002	.0015	2,144	.0018	55	45	495	128	757	129	43	756	69	300	197
Union		52,286	.0272	3,309	.0288	84	88	13,247	2,042	4,750	2,879	3,761	12,043	3,712	3,058	1,617
El Dorado		42,763	.0222		.0168	110	145	9,771	1,471	4,173	2,651	3,293	9,568	3,166	2,901	1,382
Van Buren		3,529	.0018	1,765	.0023	55	43	497	108	238	102	107	506	168	243	83
Washington		43,273	.0225	2,847	.0241	78	73	8,127	1,993	3,108	1,781	1,447	7,838	2,333	3,382	1,331
Fayetteville		22,239	.0116		.0121	98	94	3,906	1,067	1,818	1,295	1,124	4,996	1,199	1,718	977
Springdale		12,991	.0067		.0045	98	146	2,225	395	704	474	244	2,534	752	838	224

1 Texarkana is in Bowie (Tex.) and Miller (Ark.) Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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IT'S A *Primary* MARKET!

The FORT SMITH Market includes 14-county Retail Trading Area

Only the Fort Smith Southwest American-Times Record covers the Arkansas-Oklahoma border market . . . a 14-county area with over 365,000 population.

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YOU CAN'T SELL ARKANSAS WITHOUT THE . . .

FORT SMITH ARKANSAS Southwest American Times Record

Ross Pendergraft, *National Advertising Manager* • *National Representatives:* Arkansas Dailies, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ARKANSAS COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956														
		Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
White		28,207	.0146	2,908	.0138	68	72	4,856	944	6,266	854	790	6,382	2,124	2,734	709
Searcy		18,958	.0098		.0055	131	233	2,642	408	4,795	758	562	5,461	813	1,543	494
Woodruff		8,852	.0046	2,270	.0052	56	49	2,184	192	2,235	386	286	980	676	957	279
Yell		8,126	.0043	2,539	.0041	62	65	762	219	963	57	110	1,423	391	282	243
Total Above Cities		856,195	.4446		.3481	104	132	170,308	43,996	98,703	56,538	43,805	200,977	54,079	71,747	25,990
State Total		1,428,316	.7420	2,821	.7724	72	69	312,795	65,133	168,395	75,228	63,031	303,039	103,858	131,739	43,453
METRO. AREAS		RETAIL SALES — SM ESTIMATES, 1956														
Fort Smith	50	95,214	.0494	4,534	.0396	99	123	18,800	5,980	12,643	6,497	4,323	22,186	6,209	7,954	2,842
Little Rock-North Little Rock	81	239,490	.1348	3,564	.1349	94	94	53,189	17,236	44,828	13,890	12,580	55,235	17,026	14,462	8,811
△Texarkana	256	81,970	.0425	2,644	.0458	73	68	17,071	4,684	11,451	5,264	3,984	14,878	8,505	4,470	2,959
Total Above Areas		436,674	.2267	3,499	.2203	89	92	89,060	27,900	68,922	25,651	20,887	92,297	31,740	26,886	14,612

CALIFORNIA — (Other Pacific States: Oregon, Washington.)

Map, pages 238, 240

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alameda	Alameda	74.0	465	121	84	37	37	36	13	38	9	15
Albany	Alameda	19.7	140	30	32	7	7	7	11	12	3	2
Alhambra	Los Angeles	55.5	590	74	87	58	78	55	43	70	24	17
Alisal	Monterey	24.3										
Altadena Township	Los Angeles	46.9										
Anaheim	Orange	46.2	267	46	37	16	31	26	25	40	19	7
Antioch	Contra Costa	14.8	194	34	37	18	15	15	11	19	12	3
Arcadia	Los Angeles	37.1	329	35	42	41	41	24	17	42	22	9
Arcata	Humboldt	4.6	110	18	19	5	6	9	6	12	6	4
Auburn	Placer	5.0	146	27	22	9	8	8	15	16	10	5
Azusa	Los Angeles	18.1	139	22	21	11	15	11	8	17	7	5
Bakersfield	Kern	46.6	1,193	200	259	71	87	73	72	165	42	26
Barstow	San Bernardino	10.1	143	14	30	10	11	6	12	28	9	4
Bell	Los Angeles	18.5	220	36	47	22	7	13	18	32	16	5
Belvedere Township	Los Angeles	50.5										
Berkeley	Alameda	120.7	1,155	271	163	85	87	93	54	110	37	39
Beverly Hills	Los Angeles	30.6	614	44	67	52	153	43	16	41	16	34
Brawley	Imperial	13.7	178	20	54	8	12	11	8	24	9	4

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

CALIFORNIA

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Burbank	Los Angeles	93.5	949	104	171	82	75	78	60	121	51	25
Burlingame	San Mateo	22.7	280	51	45	15	50	24	19	20	8	8
Calexico	Imperial	8.3	110	13	22	17	15	5	3	10	8	4
Carmel-by-the-Sea	Monterey	6.2	149	18	23	9	30	9	1	11	4	3
Chico	Butte	14.5	337	52	54	34	31	23	19	29	19	12
Chula Vista	San Diego	34.6	245	39	41	11	32	15	9	29	20	4
Colton	San Bernardino	18.4	172	31	33	7	7	13	8	32	6	2
Compton	Los Angeles	68.4	621	98	113	47	36	35	68	74	32	8
Concord	Contra Costa	28.0	193	30	34	18	17	16	13	29	7	8
Corona	Riverside	12.4	174	21	31	9	11	13	8	37	11	6
Coronado	San Diego	22.3	114	15	23	5	18	8	4	8	3	3
Costa Mesa	Orange	19.4	377	21	23	20	18	28	18	29	23	7
Covina	Los Angeles	13.2	126	13	16	4	16	9	10	16	13	7
Culver City	Los Angeles	33.9	391	35	74	42	37	39	27	50	22	11
Daly City	San Mateo	32.3	221	54	40	13	16	12	19	17	12	6
Delano	Kern	10.7	181	31	35	7	20	10	12	27	13	3
Dinuba	Tulare	5.0	132	22	14	16	13	12	11	8	9	3
East Bakersfield	Kern	56.9										
El Cajon	San Diego	22.6	221	38	32	18	20	15	18	24	13	5
El Centro	Imperial	16.4	223	31	45	14	22	13	16	31	19	4
El Cerrito	Contra Costa	26.2	149	29	24	11	11	8	10	24	12	6
El Monte	Los Angeles	10.3	316	35	44	25	33	31	39	35	23	5
Escondido	San Diego	10.4	195	30	28	16	19	19	11	25	9	4
Eureka	Humboldt	28.6	442	70	88	33	42	24	29	37	25	10
Fairfield	Solano	14.5	99	18	22	5	7	7	8	8	7	2
Fresno	Fresno	120.5	2,050	384	353	157	164	165	100	257	75	59
Fullerton	Orange	46.4	219	26	41	12	21	24	15	30	12	6
Gardena	Los Angeles	25.0	296	42	52	28	15	17	14	44	25	6
Gilroy	Santa Clara	6.1	145	16	36	10	10	10	13	21	5	3
Glendale	Los Angeles	117.9	1,199	164	161	105	128	108	80	128	56	44
Grass Valley	Nevada	5.3	173	19	37	12	14	20	11	16	10	3
Hanford	Kings	11.2	243	34	35	14	25	15	19	26	21	8
Hawthorne	Los Angeles	30.3	235	36	40	19	27	20	15	21	12	9
Hayward	Alameda	52.7	466	69	81	35	38	40	26	58	21	11
Hermosa Beach	Los Angeles	16.1	196	27	55	12	13	17	19	9	9	6
Huntington Park	Los Angeles	31.6	602	60	123	53	99	40	26	57	18	18
Indio	Riverside	8.9	152	9	35	13	10	12	8	29	10	4
Inglewood	Los Angeles	59.1	774	84	135	69	78	64	47	88	37	21
La Mesa	San Diego	21.5	183	25	24	21	18	19	11	25	10	4
Laguna Beach	Orange	8.8	203	27	46	9	24	11	9	17	10	6
Lodi	San Joaquin	17.3	354	56	73	21	34	30	26	38	25	6
Long Beach	Los Angeles	307.1	3,192	473	697	252	280	245	175	332	112	74
Los Angeles	Los Angeles	2287.9	23859	3,955	4853	2475	1888	1706	854	2577	750	691
Los Gatos	Santa Clara	7.0	162	25	26	9	18	14	15	15	8	5
Lynwood	Los Angeles	30.2	313	35	69	27	23	21	17	44	17	8
Madera	Madera	13.4	267	66	44	18	19	7	14	39	21	5
Manhattan Beach	Los Angeles	33.3	171	29	34	13	12	10	3	19	9	7
Martinez	Contra Costa	10.3	169	29	38	10	14	12	14	23	8	4
Marysville	Yuba	9.2	329	48	76	20	33	21	22	37	15	13
Maywood	Los Angeles	14.7	189	23	57	16	10	12	7	20	9	3
Menlo Park	San Mateo	27.7	242	50	31	13	30	22	8	20	17	12
Merced	Merced	20.7	365	61	76	26	34	22	24	33	21	6
Mill Valley	Marin	8.4	122	23	21	12	8	8	9	11	7	5
Millbrae	San Mateo	12.0	98	19	18	8	6	7	4	9	9	4
Modesto	Stanislaus	35.1	794	127	136	56	78	45	53	88	33	20
Monrovia	Los Angeles	26.0	282	37	41	21	18	28	25	32	15	11
Montebello	Los Angeles	29.6	282	40	51	32	24	21	11	33	15	
Monterey Park	Los Angeles	30.7	290	30	32	33	12	17	10	25	8	5
Monterey	Monterey	22.6	351	47	81	26	38	17	25	32	15	6
Mountain View	Santa Clara	26.9	257	51	36	13	17	24	19	29	15	6
Napa	Napa	17.0	328	48	58	24	23	28	21	34	18	11
National City	San Diego	31.5	251	47	45	25	19	15	19	31	12	5
Newport Beach	Orange	21.5	180	14	47	10	17	12	13	24	10	3
North Sacramento	Sacramento	9.4	177	19	31	7	14	17	23	26	15	4
Oakland	Alameda	408.0	4,824	1,124	1044	358	375	273	210	387	143	130
Oceanside	San Diego	21.1	258	25	57	17	27	20	17	29	13	8
Oildale	Kern	23.3										
Ontario	San Bernardino	42.2	323	49	49	26	28	37	28	38	21	6
Orange	Orange	19.2	170	31	23	18	8	15	9	22	8	6
Oroville	Butte	6.0	213	48	27	12	21	19	17	25	14	9
Oxnard	Ventura	29.8	328	48	81	21	35	28	26	29	17	10
Pacific Grove	Monterey	11.1	92	12	13	14	7	13		10	2	3
Palm Springs	Riverside	13.9	191	26	43	14	41	7	5	15	2	6
Palo Alto	Santa Clara	47.2	496	67	59	50	70	39	28	52	27	15
Pasadena	Los Angeles	119.2	1,422	177	219	116	153	132	73	164	66	38
Paso Robles	San Luis Obispo	8.6	154	22	33	8	9	9	14	17	22	5
Petaluma	Sonoma	13.5	245	43	43	15	26	18	12	24	11	10
Piedmont	Alameda	11.0	14	3	3	0	0	0	0	4	0	1
Pittsburg	Contra Costa	16.8	316	68	82	25	23	17	8	27	10	7
Placerville	El Dorado	3.9	122	14	26	5	13	6	13	12	12	3
Pomona	Los Angeles	58.3	593	72	102	39	54	43	50	86	32	8
Porterville	Tulare	8.4	231	34	47	13	22	15	16	16	18	7
Red Bluff	Tehama	5.7	138	16	18	9	7	7	15	23	6	4
Redding	Shasta	13.0	285	24	63	26	18	20	27	45	10	10
Redlands	San Bernardino	22.4	249	45	29	19	24	19	15	33	13	6
Redondo Beach	Los Angeles	43.1	319	58	52	32	23	20	10	42	13	9
Redwood City	San Mateo	44.8	396	60	79	33	32	27	27	45	16	19
Reedley	Fresno	5.3	125	28	23	8	7	12	10	12	9	5
Richmond	Contra Costa	99.5	770	190	149	50	46	47	56	75	33	18
Riverside	Riverside	74.5	710	36	121	51	65	54	48	94	37	20
Roseville	Placer	10.9	158	23	32	8	11	7	18	21	3	7
Sacramento	Sacramento	162.5	2,496	453	618	154	189	145	125	239	116	77
Salinas	Monterey	23.5	521	66	118	36	61	32	34	52	22	14
San Anselmo	Marin	11.0	110	22	15	8	14	10	1	11	4	3
San Bernardino	San Bernardino	86.2	1,028	143	196	71	81	80	72	132	58	25
San Bruno	San Mateo	20.3	177	28	27	17	16	14	9	24	10	5
San Carlos	San Mateo	19.7	214	32	27	13	17	21	8	14	22	5
San Diego	San Diego	490.0	3835	634	832	312	345	278	191	399	107	122
San Fernando	Los Angeles	16.0	353	52	57	39	35	29	19	45	14	6
San Francisco	San Francisco	810.1	10041	2323	2601	687	787	545	225	540	250	299
San Gabriel	Los Angeles	22.3	330	57	59	31	7	35	21	26	20	8
San Jose	Santa Clara	128.5	1748	363	321	135	150	127	97	177	47	49
San Leandro	Alameda	49.8	577	105	100	51	32	39	36	64	26	17
San Marino	Los Angeles	13.5	108	9	9	9	21	14	1	20	3	4
San Mateo	San Mateo	64.1	587	99	100	51	69	49	13	60	25	17

(Continued on page 234)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

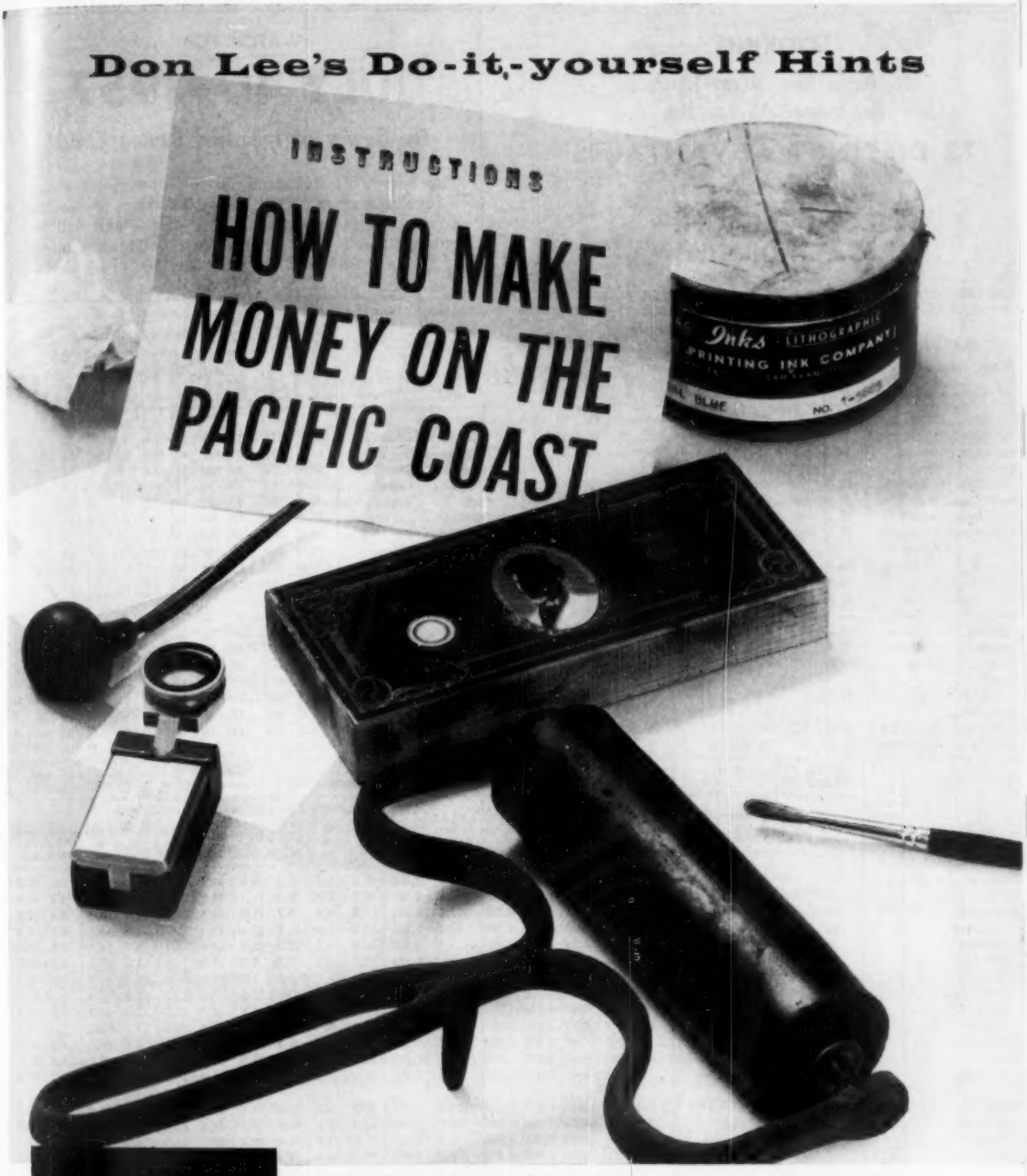
COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME—ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 Units	$0-2,499 % Inc.	$2,500-3,999 Units	$2,500-3,999 % Inc.	$4,000-6,999 Units	$4,000-6,999 % Inc.	$7,000-9,999 Units	$7,000-9,999 % Inc.	$10,000&over Units	$10,000&over % Inc.
Alameda	130	866.8	.5135	293.3	841.7	1,917,285	.6756	2,212	6,537	332.9	5,759	22.7	6.0	20.7	12.3	36.3	33.2	12.9	18.5	7.4	30.0
▲Oakland		408.0	.2417	140.6		920,951	.3245	2,257	6,550	162.9	5,655	22.6	6.0	21.4	13.0	36.5	34.0	12.6	18.5	6.9	28.5
Berkeley		120.7	.0715	39.6		310,865	.1095	2,576	7,850	55.2	5,636	29.4	7.9	20.8	12.6	30.1	28.1	11.6	17.1	8.1	34.3
Alameda		74.0	.0438	23.8		156,252	.0551	2,112	6,565	26.9	5,803	19.7	5.1	21.1	12.5	38.6	35.0	13.7	19.6	6.9	27.8
Hayward		52.7	.0312	16.1		99,819	.0352	1,894	6,200	17.7	5,652	19.7	5.3	20.6	12.4	40.4	37.7	13.0	19.1	6.3	25.5
San Leandro		49.8	.0295	15.6		100,590	.0354	2,020	6,448	16.0	6,290	16.7	4.0	17.5	9.5	41.8	35.0	15.9	21.0	8.1	30.5
Albany		19.7	.0117	6.4		39,934	.0141	2,027	6,240	6.5	6,166	14.9	3.7	18.2	10.1	43.5	37.1	16.2	21.8	7.2	27.3
Piedmont		11.0	.0065	3.3		42,184	.0149	3,835	12,783	3.9	10,855	18.6	2.6	15.2	4.8	22.2	10.8	17.0	13.0	27.0	68.8
Alpine		.3	.0001	.1		662	.0002	2,207	6,620	.1	6,896	29.2	6.3	5.1	2.6	34.4	26.3	19.8	23.9	11.5	40.9
Amador		8.2	.0049	2.6		13,293	.0047	1,621	5,113	2.8	4,737	26.5	9.1	24.2	17.5	34.5	38.3	8.6	15.0	4.2	20.1
Butte		68.2	.0404	23.4	26.5	114,313	.0403	1,676	4,885	24.1	4,750	29.3	9.3	26.1	18.8	31.7	35.2	8.2	14.3	4.7	22.4
Chico		14.5	.0086	4.9		30,327	.0107	2,092	6,189	6.0	5,065	28.2	8.4	24.9	16.9	32.5	33.8	8.5	13.9	5.9	27.0
Oroville		6.0	.0036	2.4		12,933	.0046	2,156	5,389	2.5	5,146	28.7	8.5	23.9	15.7	31.2	32.0	10.1	16.4	6.1	27.4

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

Don Lee's Do-it-yourself Hints



Mutual
DON LEE
RADIO

1313 North Vine Street
Hollywood 28, California

Represented nationally by H-R Representatives, Inc.

DON'T MISUNDERSTAND US, WE DON'T RECOMMEND COUNTERFEITING...

We're talking about the best advertising medium on the Pacific Coast—Don Lee Radio.

In a recent survey Dr. Ernest Dichter asked Pacific Coast merchants which radio network, in their opinion, people listen to most—60% said Don Lee.

Use the Radio Network both merchants *and* listeners prefer—the nation's greatest regional network—Don Lee.



To make money in the West's two largest most concentrated markets, Don Lee recommends its network key stations, KHJ and KFRC.

DON LEE IS PACIFIC COAST RADIO

LOOKING

for a new plant site?

See page 255 for the

12 DISTINCT ADVANTAGES

OFFERED TO INDUSTRY BY

LONG BEACH, CALIFORNIA

WATCH FOR

JULY 10, 1957

The Survey of Industrial Buying Power

The Survey of Industrial Buying Power, for years a regular feature of the May 10 Survey of Buying Power, comes into its own this year — and will be published as a *separate issue* of Sales Management. Publication date: July 10.

CALIFORNIA

Cont. from page 232

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
San Pablo	Contra Costa	18.5	194	48	53	12	3	5	7	22	9	3
San Rafael	Marin	17.0	312	45	65	18	25	27	21	28	11	7
Santa Ana	Orange	71.0	800	97	136	73	77	68	53	90	39	18
Santa Barbara	Santa Barbara	82.5	776	119	131	44	75	89	34	82	31	27
Santa Clara	Santa Clara	30.3	260	54	43	26	12	19	14	36	16	7
Santa Cruz	Santa Cruz	23.3	492	88	119	29	37	30	22	46	20	14
Santa Monica	Los Angeles	79.4	1064	122	208	68	127	75	47	120	36	32
Santa Maria	Santa Barbara	14.1	240	45	45	14	26	16	11	28	10	5
Santa Paula	Ventura	12.9	161	31	29	14	10	17	13	19	6	3
Santa Rosa	Sonoma	28.9	526	95	87	34	44	44	36	51	19	14
San Luis Obispo	San Luis Obispo	18.0	290	50	45	18	31	12	21	36	12	8
Seaside	Monterey	16.8										
Selma	Fresno	7.2	175	41	36	11	14	8	14	26	6	3
South Bakersfield	Kern	17.5										
South San Francisco	San Mateo	36.6	168	39	46	10	8	10	7	13	5	4
South Gate	Los Angeles	54.1	503	75	115	50	29	39	35	55	20	15
South Pasadena	Los Angeles	19.9	139	18	22	12	9	13	4	25	7	6
Stockton	San Joaquin	82.1	1,475	251	341	93	129	80	83	149	65	45
Sunnyvale	Santa Clara	34.8	170	40	20	16	13	7	13	16	12	5
Susanville	Lassen	6.5	95	12	17	6	7	7	11	9	3	4
Taft	Kern	4.4	153	32	25	8	16	14	13	15	6	3
Torrance	Los Angeles	82.6	312	64	64	23	24	19	15	40	19	6
Tracy	San Joaquin	10.7	165	23	37	8	14	8	16	24	7	5
Tulare	Tulare	13.4	264	39	58	19	22	11	20	31	16	8
Turlock	Stanislaus	7.0	213	30	38	13	22	14	15	20	21	5
Ukiah	Mendocino	11.5	196	30	32	14	13	15	16	21	11	4
Upland	San Bernardino	13.5	105	22	12	14	5	3	4	22	7	3
Vallejo	Solano	43.0	535	108	115	32	43	37	33	60	16	13
Ventura	Ventura	20.1	381	46	62	26	39	33	25	43	16	14
Visalia	Tulare	13.9	367	66	61	28	32	30	26	38	20	7
Watsonville	Santa Cruz	13.5	282	42	64	12	24	23	18	26	19	8
Whittier	Los Angeles	32.8	537	76	77	53	71	36	24	65	27	13
Woodland	Yolo	12.0	199	18	31	11	25	13	16	24	13	5
Yreka	Siskiyou	4.2	106	14	19	5	7	12	8	8	8	5
Yuba City	Sutter	11.3	146	25	31	14	10	8	6	19	7	3

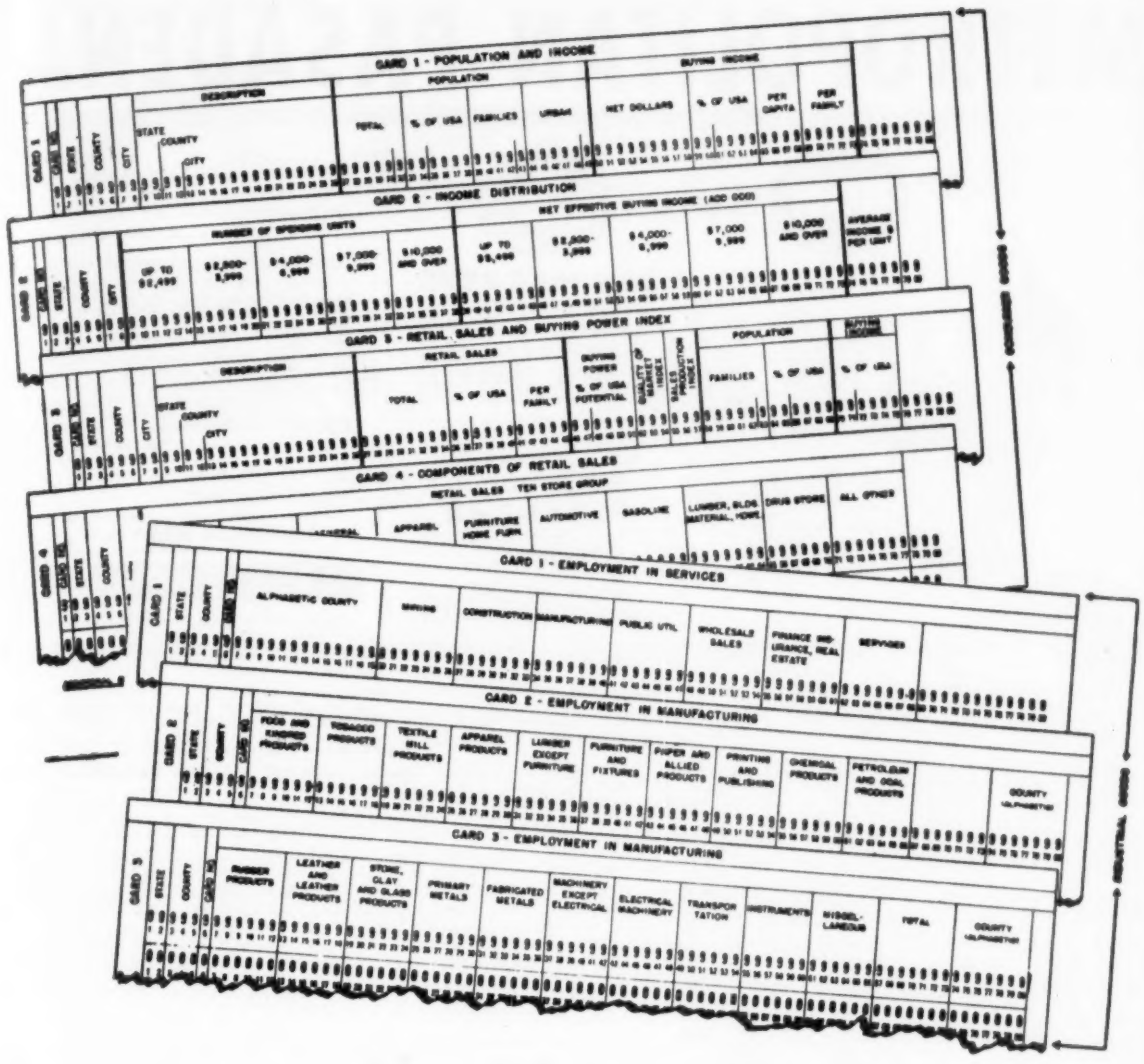
COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units: $0-2,499 Units	% Inc.	$2,500-3,999 Units	% Inc.	$4,000-6,999 Units	% Inc.	$7,000-9,999 Units	% Inc.	$10,000&over Units	% Inc.
Calaveras		8.9	.0053	3.0		14,446	.0051	1,623	4,815	3.2	4,540	28.0	9.3	26.0	19.6	34.4	30.9	8.3	15.2	3.3	16.0
Colusa		11.7	.0069	3.6	3.1	22,982	.0081	1,964	6,384	4.2	5,501	29.7	8.2	26.9	16.7	27.8	26.6	6.9	10.5	8.7	38.0
Contra Costa	130	358.2	.2122	104.6	279.2	702,258	.2475	1,961	6,714	125.0	5,619	21.5	5.8	19.7	11.9	39.5	37.0	13.0	19.3	6.3	26.0
Richmond		99.5	.0589	28.9		165,587	.0583	1,664	5,730	30.3	5,468	16.5	4.6	21.5	13.4	44.4	42.8	12.8	19.4	4.8	19.8
Pittsburg		16.8	.0100	4.9		33,589	.0118	1,999	6,855	5.8	5,809	19.5	5.1	21.0	12.3	38.9	35.3	13.7	19.5	6.9	27.8
Martines		10.3	.0061	3.1		23,682	.0063	2,299	7,639	4.0	5,961	18.7	4.7	17.2	9.9	41.4	36.6	15.9	22.1	6.8	26.7
El Cerrito		26.2	.0155	8.1		54,965	.0194	2,098	6,786	8.3	6,587	17.7	4.1	17.0	8.8	39.9	31.9	15.8	19.9	9.6	35.3
Antioch		14.8	.0088	4.5		27,523	.0097	1,860	6,116	4.7	5,881	15.3	3.9	17.8	10.3	45.7	41.0	15.2	21.4	6.0	23.4
San Pablo		18.5	.0110	5.3		30,495	.0107	1,648	5,754	5.9	5,201	20.0	5.8	21.6	14.2	42.7	43.2	11.4	18.3	4.3	18.5
Concord		28.0	.0166	8.5		50,501	.0178	1,804	5,941	8.9	5,653	22.1	5.9	18.2	11.0	39.6	36.9	13.7	20.1	6.4	26.1
Del Norte		17.4	.0103	5.7		28,876	.0101	1,660	5,068	6.6	4,399	28.1	9.7	29.3	22.7	31.8	38.1	7.8	14.7	3.0	14.8
Eldorado		16.4	.0097	5.7	4.2	25,969	.0091	1,577	4,538	5.7	4,574	30.9	10.2	26.5	19.9	31.1	35.8	7.2	13.0	4.3	21.1
Placerville		3.9	.0023	1.3		8,531	.0030	2,187	6,562	1.5	5,803	22.4	5.8	19.5	11.5	37.2	33.8	13.6	19.5	7.3	29.4
Fresno	53	325.5	.1928	99.3	188.5	543,927	.1917	1,671	5,478	104.4	5,211	25.9	7.5	25.3	16.6	32.8	33.1	10.0	15.9	8.0	26.9
▲Fresno		120.5	.0714	38.9		249,307	.0878	2,069	6,409	45.2	5,512	24.4	6.7	22.9	14.2	34.5	32.9	11.4	17.2	6.8	29.0
Reedley		5.3	.0031	1.4		7,849	.0028	1,481	5,606	1.7	4,598	31.4	10.3	29.0	21.6	27.3	31.3	7.6	13.7	4.7	23.1
Selma		7.2	.0043	2.2		10,309	.0036	1,432	4,686	2.2	4,588	30.6	10.1	25.6	19.1	32.1	36.8	7.5	13.6	4.2	20.4
Glenn		10.1	.0096	4.9	3.2	25,869	.0102	1,793	5,892	5.3	5,401	26.4	7.4	25.8	16.4	31.2	30.4	9.4	14.4	7.2	31.4
Humboldt		96.9	.0574	31.5	42.9	196,898	.0694	2,032	6,251	35.0	5,630	21.6	5.8	21.3	13.0	38.5	36.0	11.9	17.6	6.7	27.6
Eureka		28.6	.0169	9.2		63,952	.0225	2,236	6,951	10.9	5,850	22.1	5.7	20.1	11.7	37.5	33.8	12.7	18.1	7.6	30.7
Arcata		4.6	.0027	1.5		10,585	.0037	2,301	7,057	1.8	5,810	19.4	5.0	23.0	13.6	38.0	34.4	12.4	17.7	7.2	29.3
Imperial		69.0	.0409	18.5	38.4	108,967	.0384	1,579	5,890	23.4	4,656	35.1	11.4	24.1	17.8	27.4	31.0	8.3	14.7	5.1	25.1
El Centro		16.4	.0097	4.8		29,602	.0104	1,805	6,167	5.7	5,205	28.6	8.3	22.0	14.5	32.3	32.7	11.0	17.5	6.1	27.0
Brawley		13.7	.0081	3.7		21,005	.0074	1,533	5,677	4.4	4,829	35.6	11.2	24.4	17.2	26.0	28.4	7.8	13.4	6.2	29.8
Calexico		8.3	.0049	1.9		10,850	.0038	1,307	5,711	2.4	4,523	34.8	11.6	25.7	19.5	27.3	31.7	7.6	14.0	4.6	23.2
Inyo		13.1	.0077	4.4	3.4	26,445	.0093	2,019	6,010	5.0	5,239	20.6	6.0	22.3	14.4	40.8	41.0	11.7	18.6	4.6	20.0
Kern	176	266.9	.1593	79.9	173.9	486,930	.1723	1,818	6,119	88.2	5,544	23.2	6.3	21.9	13.5	36.6	34.8	11.6	17.3	6.7	28.1
△Bakersfield		46.6	.0276	14.9		114,801	.0405	2,464	7,705	18.1	6,359	19.9	4.7	18.8	10.2	37.6	31.1	14.4	18.8	9.3	35.2
Taft		4.4	.0026	1.3		10,094	.0036	2,294	7,765	1.7	5,924	19.2	4.9	16.6	9.6	43.0	38.2	14.3	20.0	6.9	27.3
Delano		10.7	.0063	2.9		16,559	.0058	1,548	5,710	3.5	4,726	31.8	10.2	24.6	17.8	30.0	33.4	8.8	15.5	4.8	23.1
East Bakersfield		56.9	.0337	15.9		91,560	.0323	1,609	5,758	17.2	5,316	25.4	7.2	23.0	14.8	35.0	34.6	10.4	16.3	6.2	27.1
Oildale		23.3	.0138	7.4		42,718	.0151	1,833	5,773	7.5	5,675	18.9	5.0	19.0	11.5	43.1	40.0	13.0	19.0	6.0	24.5
South Bakersfield		17.5	.0104	5.0		33,810	.0119	1,932	6,762	5.4	6,212	18.4	4.5	19.2	10.5	40.1	34.0	13.8	18.5	8.5	32.5

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.



Use them for fast, *Automatic* territory analysis

By using only those cards conforming to your particular sales territories, you can conveniently apply the new May 10, 1957 SALES MANAGEMENT Survey of Buying Power to your own market areas.

Market Statistics, Inc. will prepare these IBM analyses for you quickly. Or if you have your own IBM installation, you can prepare them automatically in your own office, as do over 200 leading companies today.

In addition to the factors shown above, many other specialized indexes are available on county cards: Index of Urban Demand (for styled merchandise), Index of Office Equipment Demand, Index of Resort Activity, Growth Factors (to isolate areas of rapid or slow growth) TV homes as of January 1, 1957, plus all major Census marketing benchmarks (age, distributions, etc.)

It is only necessary to determine what factors (or combinations thereof) would reflect demand for your product. If you have any questions on this, you may without obligation consult with our staff for correlation studies of your own sales to isolate your key marketing factors.

MARKET STATISTICS, INC.

RESEARCH CONSULTANTS TO SALES MANAGEMENT MAGAZINE

432 Fourth Avenue, New York 16, N.Y.—MU 4-3559

METROPOLITAN PASADENA

NOW there are 2



BIG MARKETS
IN L. A. COUNTY
The inside half (L.A. ABC city zone)
and the Big Growing
NEW HALF
(Balance of County)

Population is split nearly even between the two Big Markets.

METROPOLITAN
PASADENA
(Area shown in map. Pop. 292,956; Retail Sales nearly ½ BILLION DOLLARS)
IS NOW 2nd LARGEST MARKET IN THE NEW HALF

Only 2% of the combined Los Angeles papers' circulation reaches the big, fast-growing Pasadena city zone.

ONLY the Pasadena newspapers can give your potent sales message
70% COVERAGE
in Metropolitan Pasadena
Sources: County pop., sales mgm't. 5/10/56; city zone pop., avg. est. by L. A. city dailies; ABC annual audits, 3/31/56.

FIRST in Merchandising in California—1956 AWARD!

Pasadena Independent STAR-NEWS

• CALL YOUR RIDDER-JOHNS MAN!

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CALIFORNIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Kings		47.2	.0280	13.9	18.0	78,328	.0269	1,617	5,491	14.2	5,361	24.6	6.9	25.0	16.0	33.7	33.1	10.2	15.8	6.5	28.2
Hanford		11.2	.0066	3.5		20,410	.0072	1,822	5,831	3.7	5,446	27.2	7.6	22.8	14.3	32.8	31.7	10.0	15.2	7.2	31.2
Lake		11.1	.0065	3.9		16,925	.0059	1,525	4,340	4.1	4,140	38.1	13.9	29.7	24.6	22.4	28.4	5.9	11.8	3.9	21.3
Lassen		15.7	.0093	4.9	9.7	28,901	.0102	1,841	5,898	5.2	5,594	16.1	4.4	21.8	13.3	45.3	42.6	11.2	16.6	5.6	23.1
Susanville		6.5	.0039	2.0		12,914	.0046	1,987	6,457	2.3	5,709	17.5	4.6	21.2	12.8	43.5	40.1	11.5	16.6	6.3	25.9
Los Angeles	83	5400.2	3.1991	1868.1	5332.3	11,530,023	4.0628	2,135	6,172	2051.0	5,622	23.2	6.2	22.5	13.8	35.2	32.9	12.1	17.9	7.0	29.2
▲Los Angeles		2287.9	1.3553	793.8		5,067,596	1.7857	2,215	6,384	934.7	5,422	25.1	7.0	23.8	15.0	33.0	32.1	11.5	17.6	6.6	28.3

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

OUTDOOR ADVERTISING
is the
NATURAL MEDIUM
for reaching the Buyers in
LOS ANGELES
"AMERICA'S NO. 1 OPPORTUNITY MARKET"



PACIFIC OUTDOOR *Advertising Co.*
995 N. Mission Rd., Los Angeles, Calif. • CApitol 2-7171

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

FIRST IN THE WEST

THIRD IN THE NATION

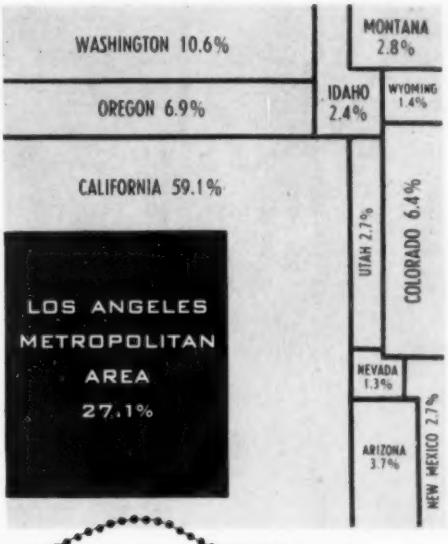
UNLOCK THE 8 BILLION DOLLAR LOS ANGELES MARKET

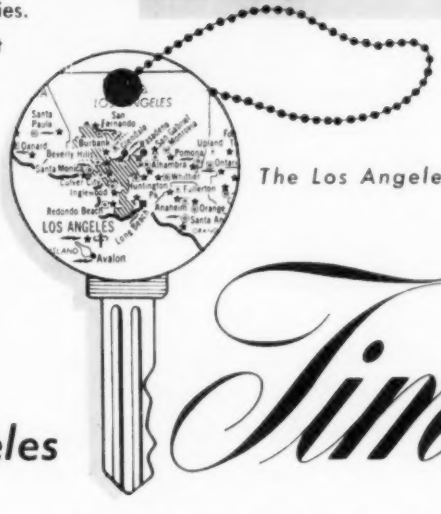
Eight billion dollars — over 27% of all retail sales in the eleven Western States are concentrated in one market — Los Angeles. And Los Angeles, whose growth is unprecedented in world history, increases in buying power from day to day. Now, it ranks third in the nation, surpassed only by New York and Chicago.

Key to selling the Greater Metropolitan Area is the Los Angeles Times — leading newspaper in the country in total advertising linage, leading morning newspaper in the United States in home-delivered circulation.

In the four-paper Los Angeles newspaper field, The Times is first in Total, Display, Retail, General and Classified advertising, and consistently leads in 100 of the 114 Media Records categories. In circulation, The Times towers over its nearest competitor by more than 85,000 copies on weekdays, 115,000 on Sundays.

THE ELEVEN WESTERN STATES





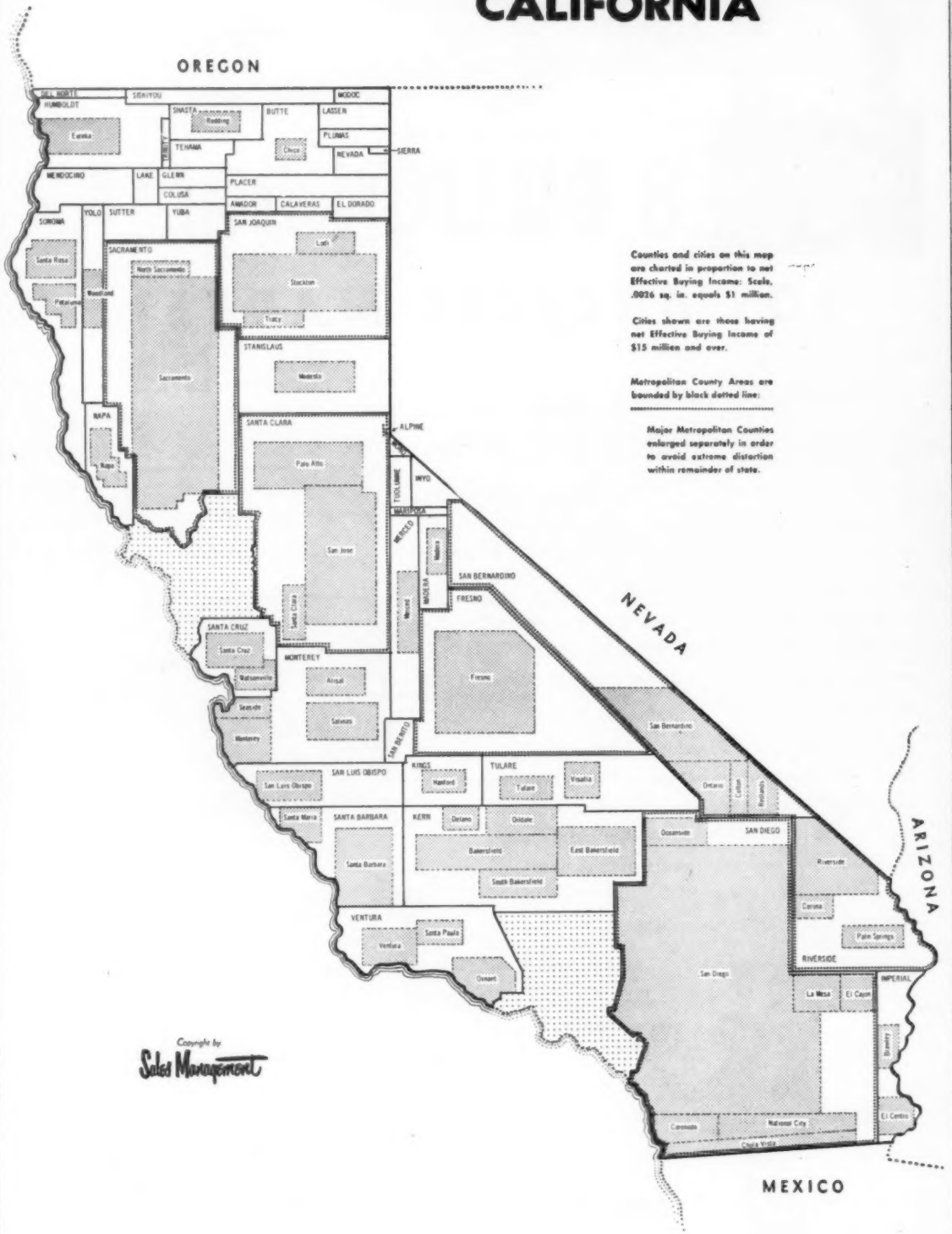
The Los Angeles Market



Los Angeles Times

REPRESENTED BY CRESMER AND WOODWARD, INC. NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

CALIFORNIA



Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0026 sq. in. equals $1 million.

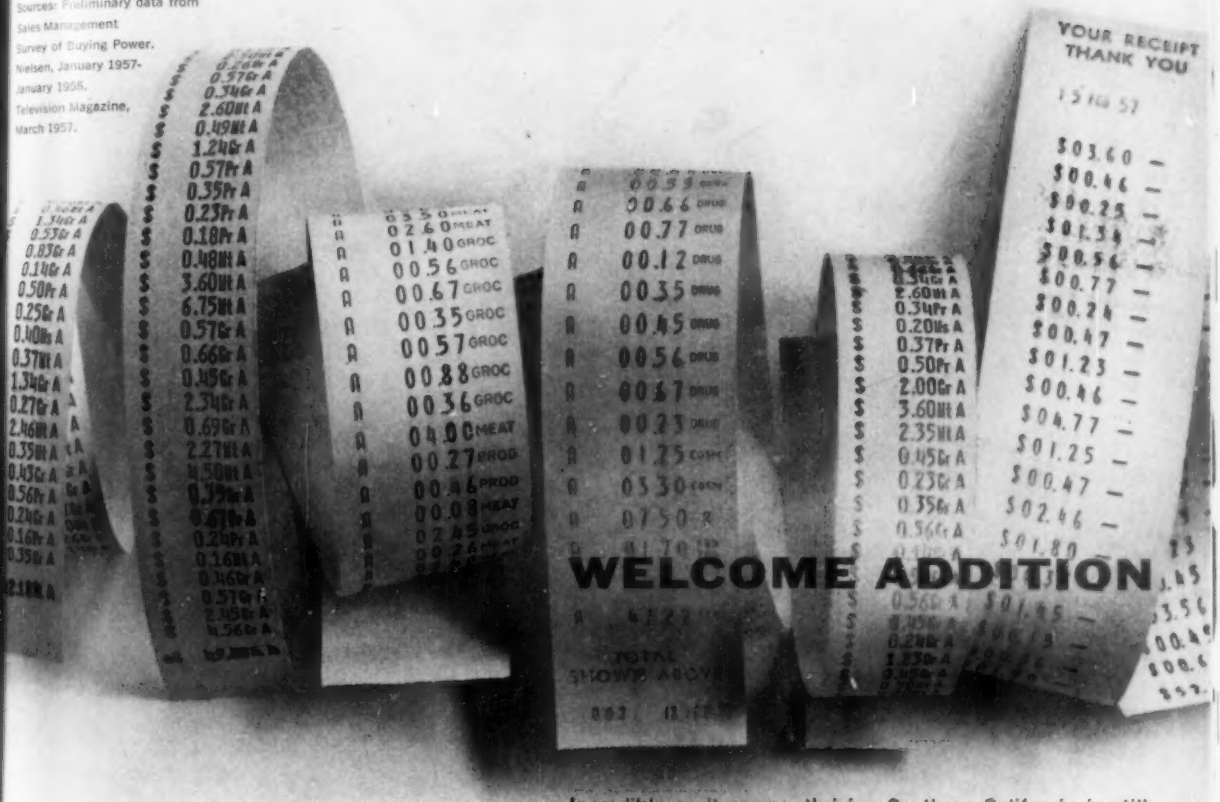
Cities shown are those having net Effective Buying Income of $15 million and over.

Metropolitan County Areas are bounded by black dotted line:

Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within remainder of state.

Copyright by Sales Management

KNXT COVERAGE DATA:
Population 7,960,700
Television families 2,305,450
Total retail sales $10,946,143,000
Food sales $2,574,112,000
Drug sales $365,876,000
Effective buying income $16,185,436,000
Effective buying income per family $6,012
Sources: Preliminary data from Sales Management Survey of Buying Power. Nielsen, January 1957-January 1956. Television Magazine, March 1957.



Incredible as it seems, thriving Southern California is still adding to its size and its spending power!

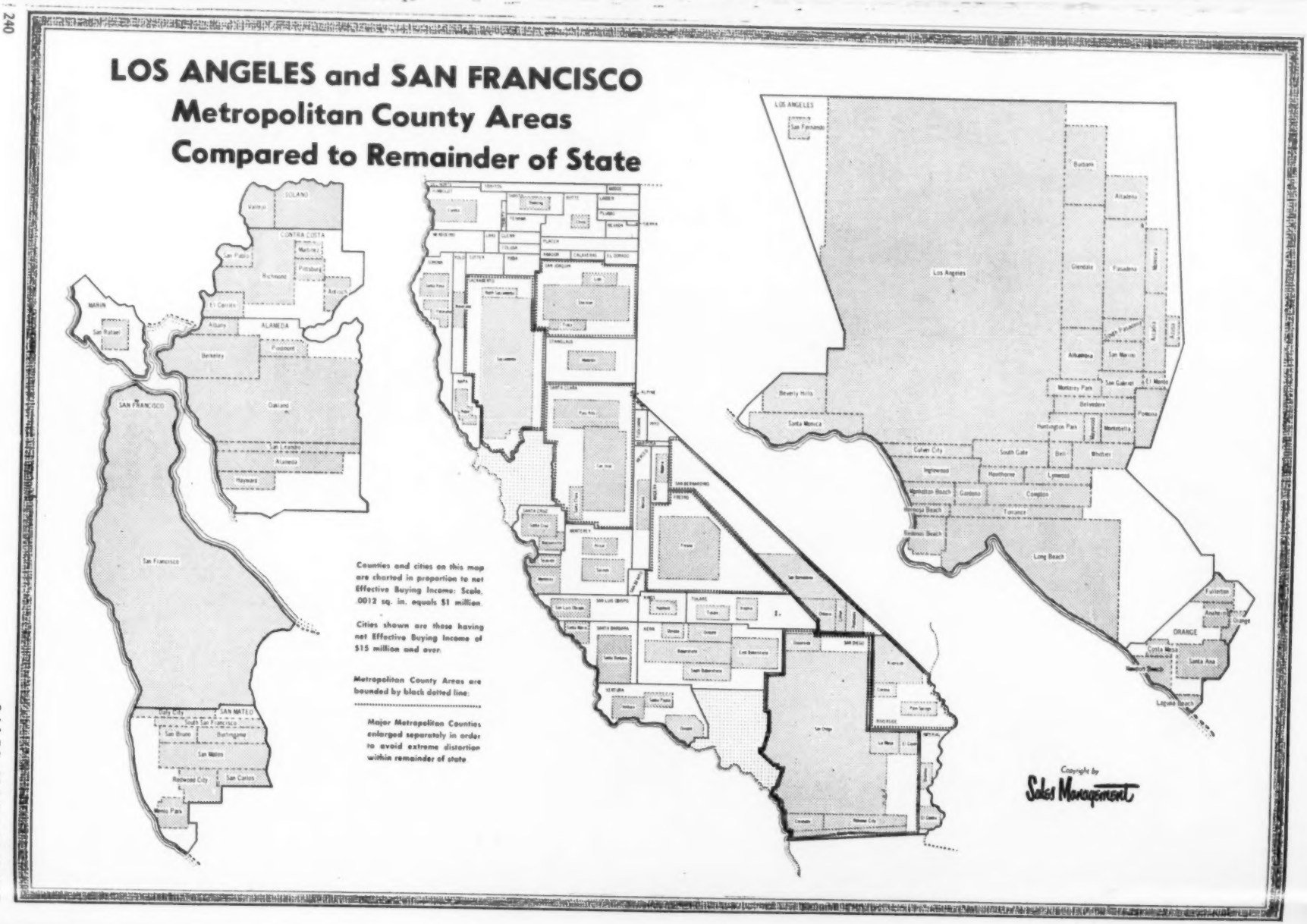
More customers: Greater Los Angeles now has a population of close to 8 million people, 4% more than it had last year.

Better customers: The effective buying income per Greater Los Angeles family has climbed 6% to a lush $6,012. The eight counties within KNXT's basic coverage area, comprising 60% of all California's people and wealth, account for a record-breaking $10,946,143,000 in total retail sales, with both food and drug store sales at an all-time high.

And KNXT, Southern California's favorite television station, keeps getting bigger too! In one year, KNXT has increased its share of local audiences 22% to continue its year-after-year leadership over other Los Angeles stations.

Southern California makes a welcome (and valuable) addition to your sales picture. You reach it best on... **KNXT**

CBS Owned, Channel 2, Los Angeles—Represented by CBS Television Spot Sales


LOS ANGELES and SAN FRANCISCO
Metropolitan County Areas
Compared to Remainder of State
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0012 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within remainder of state.
Copyright by
Sales Management

SOMETHING MISSING

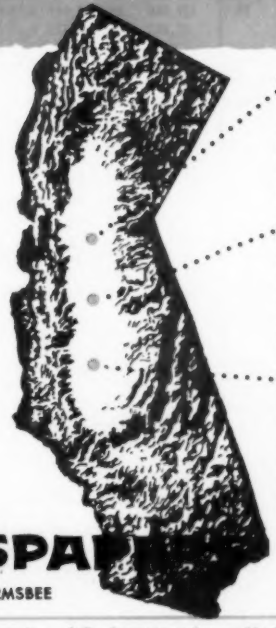


...LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

- ✓ **Actually, effective buying income of more than $2.5 billion**
- ✓ **More retail sales than all of Nebraska**
- ✓ **Not covered by San Francisco and Los Angeles newspapers**

It takes the 3 Bees to carry home your sales message into California's rich inland valley. Valley families, cut off from coast influence by mountains, read their own local papers — the Bees. That's where you should tell them about your product.

Data Source: Sales Management's 1956 Copyrighted Survey



THE SACRAMENTO BEE

Leading newspaper, reaching approximately 9 of 10 families in ABC city zone, 1 of 2 in 19-county market with almost $1.5 billion in buying power.

THE FRESNO BEE

Only newspaper covering Fresno area, reaching approximately 9 of 10 families in ABC city zone, 1 of 2 families in trading area with $819 million in buying power.

THE MODESTO BEE

Only newspaper covering Modesto area, reaching approximately 9 of 10 families in ABC city zone, over one-half the families in trading area, with effective buying income of $234 million.

McCLATCHY NEWSPA

NATIONAL REPRESENTATIVES... O'MARA & ORMSBEE

the newspaper field, only McClatchy gives national advertisers three types of discounts -- bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details

CALIFORNIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.											
										Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Long Beach-Lakewood		*366.7*	*.2172*	*133.5*		*794,981*	*.3799*	*2,166*	*5,950*												
▲Long Beach		307.1	.1819	116.2		677,207	.2386	2,205	5,828	128.3	5,276	24.8	7.1	22.5	14.5	35.8	35.7	11.2	17.7	5.7	25.0
Pasadena		119.2	.0706	42.2		293,442	.1034	2,462	6,954	51.0	5,758	27.1	7.1	23.1	13.8	30.3	27.7	10.9	15.7	8.6	35.7
Glendale		117.9	.0698	43.4		301,742	.1063	2,559	6,953	47.2	6,389	20.3	4.8	21.0	11.2	34.6	28.5	14.4	18.8	9.7	36.7
Santa Monica		79.4	.0470	29.0		184,650	.0651	2,326	6,367	33.3	5,547	23.5	6.4	23.3	14.5	34.7	32.9	11.6	17.3	6.9	28.9
Beverly Hills		30.6	.0181	11.3		141,773	.0500	4,633	12,546	13.9	10,164	21.0	3.1	18.3	6.2	22.8	11.8	12.3	10.0	25.6	68.9
Burbank		93.5	.0554	30.2		195,093	.0687	2,087	6,460	31.3	6,234	15.6	3.8	18.3	10.0	42.9	36.2	15.4	20.5	7.8	29.5
Inglewood		59.1	.0350	19.9		135,258	.0477	2,289	6,797	21.2	6,392	17.7	4.2	18.6	9.9	39.0	32.1	15.9	20.7	8.8	33.1
Alhambra		55.5	.0329	19.6		126,551	.0446	2,280	6,457	20.4	6,218	19.3	4.7	18.5	10.2	37.9	32.1	16.0	21.3	8.3	31.7
Huntington Park		31.6	.0187	12.5		75,658	.0267	2,394	6,053	13.6	5,566	19.7	5.4	22.6	13.8	38.7	36.6	13.0	19.4	6.0	24.8
Compton		68.4	.0405	20.8		124,868	.0440	1,826	6,003	21.9	5,691	16.8	4.5	20.1	12.0	43.9	40.6	13.5	19.8	5.7	23.1
Pomona		58.3	.0345	18.7		111,267	.0392	1,909	5,950	21.3	5,223	23.6	6.8	23.4	15.5	36.6	36.9	11.0	17.4	5.4	23.4
South Gate		54.1	.0320	17.7		108,773	.0383	2,011	6,145	18.0	6,030	14.0	3.5	18.0	10.2	45.7	39.9	15.9	21.9	6.4	24.5
Whittier		32.8	.0194	11.4		76,785	.0271	2,341	6,736	12.5	6,153	22.2	5.5	19.6	10.8	35.7	30.5	13.6	18.4	8.9	34.8
San Fernando		16.0	.0095	4.8		27,764	.0098	1,735	5,784	5.4	5,105	23.4	6.9	24.8	16.8	36.6	37.7	10.2	16.5	5.0	22.1
Monrovia		26.0	.0154	8.7		53,933	.0190	2,074	6,199	9.8	5,502	24.2	6.7	22.3	13.9	35.1	33.5	11.7	17.6	6.7	28.3
Culver City		33.9	.0201	11.1		70,742	.0249	2,087	6,373	11.7	6,045	17.9	4.5	19.6	11.2	40.5	35.2	14.5	19.8	7.5	29.3
Arcadia		37.1	.0220	12.4		94,026	.0331	2,534	7,583	12.8	7,347	19.1	3.9	17.4	8.1	34.4	24.7	15.7	17.7	13.4	45.6
El Monte		10.3	.0061	3.3		16,952	.0060	1,646	5,137	3.4	4,990	23.5	7.1	22.5	15.6	39.1	41.2	10.8	17.9	4.1	18.2
San Gabriel		22.3	.0132	7.0		50,763	.0179	2,276	7,252	7.0	7,275	16.1	3.3	17.3	8.2	36.6	26.5	17.7	20.2	12.3	41.8
Redondo Beach		43.1	.0255	13.9		77,474	.0273	1,798	5,574	14.6	5,324	21.8	6.2	21.7	13.9	39.6	39.2	11.7	18.2	5.2	22.5
Lynwood		30.2	.0179	9.3		57,310	.0202	1,898	6,162	9.8	5,871	14.5	3.7	18.1	10.6	46.3	41.5	15.3	21.7	5.8	22.5
Bell		18.5	.0110	6.5		40,242	.0142	2,175	6,191	7.0	5,770	17.0	4.5	20.6	12.2	41.4	37.7	15.0	21.6	6.0	24.0
Gardena		25.0	.0148	7.8		44,229	.0156	1,769	5,670	7.8	5,645	19.5	5.2	20.6	12.5	40.6	37.9	13.2	19.4	6.1	25.0
Hermosa Beach		16.1	.0095	5.9		36,573	.0129	2,272	6,199	6.6	5,583	21.9	5.9	21.7	13.3	37.7	35.6	12.2	18.1	6.5	27.1
Torrance		82.6	.0489	23.6		146,016	.0515	1,768	6,187	26.2	5,563	23.6	6.4	21.6	13.3	35.5	33.6	12.6	18.8	6.7	27.9
Maywood		14.7	.0087	5.2		30,421	.0107	2,069	5,850	5.6	5,426	17.7	4.9	20.8	13.1	43.3	42.1	13.6	20.7	4.6	19.2
Belvedere Township		50.5	.0299	12.0		60,999	.0215	1,208	5,083	13.1	4,646	24.9	8.1	29.1	21.4	33.8	38.2	8.7	15.6	3.5	16.7
Montebello		29.6	.0175	8.8		57,547	.0203	1,944	6,539	9.1	6,292	15.5	3.7	17.4	9.5	43.3	36.2	15.9	21.0	7.9	29.6
Hawthorne		30.3	.0179	9.3		55,658	.0196	1,837	5,985	10.4	5,368	20.6	5.8	20.9	13.3	41.4	40.6	12.0	18.5	5.1	21.8
South Pasadena		19.9	.0118	7.4		57,235	.0202	2,876	7,734	8.0	7,178	20.9	4.4	17.8	8.4	32.4	23.8	16.0	18.5	12.9	44.9
Monterey Park		30.7	.0182	10.3		61,212	.0216	1,994	5,943	10.4	5,865	18.3	4.7	18.4	10.8	41.0	36.8	15.9	22.5	6.4	25.2
Altadena Township Area		46.9	.0278	13.1		114,544	.0404	2,442	8,744	15.4	7,417	17.1	3.5	18.0	8.3	34.6	24.4	16.9	19.0	13.4	44.8
Arcadia		18.1	.0107	5.3		29,531	.0104	1,632	5,572	5.3	5,526	16.2	4.4	21.0	12.9	46.0	43.9	11.7	17.6	5.1	21.2
Manhattan Beach		33.3	.0197	10.9		73,673	.0260	2,212	6,759	12.2	6,038	19.2	4.8	19.6	11.1	39.3	34.3	14.1	19.4	7.8	30.4
San Marino		13.5	.0080	4.1		73,229	.0258	5,424	17,861	4.7	15,505	12.3	1.2	10.9	2.3	18.8	6.4	17.1	9.2	40.9	80.9
Covina		13.2	.0078	5.2		28,510	.0100	2,160	5,483	5.2	5,473	23.0	6.4	23.0	14.4	36.1	34.7	11.5	17.4	6.4	27.1
Madera		**38.3**	**.0227**	**11.0**	**17.3**	**52,614**	**.0186**	**1,374**	**4,783**	**11.5**	**4,588**	**31.2**	**10.3**	**29.4**	**21.9**	**27.1**	**31.1**	**7.7**	**13.9**	**4.6**	**22.8**
Madera		13.4	.0079	3.8		19,110	.0067	1,426	5,029	4.1	4,705	31.1	10.0	25.9	18.8	29.5	33.1	8.8	15.5	4.7	22.6
Marin	**130**	**119.3**	**.0707**	**36.7**	**98.5**	**276,218**	**.0973**	**2,315**	**7,526**	**41.5**	**6,654**	**20.4**	**4.6**	**19.2**	**9.8**	**34.7**	**27.5**	**15.1**	**18.9**	**10.6**	**39.2**
San Rafael		17.0	.0101	5.6		44,519	.0157	2,619	7,950	6.6	6,796	20.5	4.6	17.4	8.8	35.0	27.1	16.0	19.5	11.1	40.0
Mill Valley		8.4	.0050	2.9		23,838	.0084	2,838	8,220	3.0	8,018	15.3	2.9	13.9	6.0	34.5	22.6	21.6	22.3	14.7	46.2
San Anselmo		11.0	.0065	3.5		26,259	.0093	2,387	7,503	3.6	7,264	14.8	3.1	15.5	7.2	39.6	28.7	18.4	21.1	11.7	39.9
Mariposa		**4.3**	**.0025**	**1.3**		**7,967**	**.0028**	**1,853**	**6,128**	**1.9**	**4,158**	**33.7**	**12.3**	**30.4**	**25.0**	**27.1**	**34.4**	**5.5**	**11.0**	**3.3**	**17.3**
Mendocino		**57.8**	**.0343**	**17.9**	**19.8**	**90,924**	**.0320**	**1,573**	**5,080**	**19.0**	**4,790**	**26.9**	**8.5**	**27.3**	**19.5**	**32.7**	**36.0**	**8.6**	**14.8**	**4.5**	**21.2**
Ukiah		11.5	.0068	3.8		20,292	.0072	1,765	5,340	4.0	5,023	25.7	7.7	25.6	17.5	34.5	36.1	9.0	14.9	5.2	23.8
Merced		**85.3**	**.0505**	**25.1**	**28.1**	**137,555**	**.0485**	**1,614**	**5,484**	**27.5**	**5,014**	**28.4**	**8.6**	**27.1**	**18.6**	**29.6**	**31.0**	**9.0**	**14.8**	**5.9**	**27.0**
Merced		20.7	.0123	6.7		37,663	.0133	1,819	5,621	7.1	5,342	26.2	7.4	24.7	15.8	31.5	31.1	11.0	17.1	6.6	28.6
Modoc		**10.1**	**.0060**	**3.1**	**2.9**	**17,771**	**.0063**	**1,760**	**5,733**	**3.4**	**5,196**	**22.8**	**6.6**	**26.3**	**17.4**	**33.6**	**34.0**	**12.1**	**19.3**	**5.2**	**22.7**
Mono		**2.5**	**.0015**	**.8**		**5,179**	**.0018**	**2,072**	**6,474**	**1.1**	**4,918**	**26.4**	**8.1**	**24.0**	**16.7**	**36.4**	**38.9**	**8.5**	**14.4**	**4.7**	**21.9**
Monterey		**175.0**	**.1036**	**51.8**	**104.5**	**348,593**	**.1229**	**1,992**	**6,730**	**70.2**	**4,969**	**30.4**	**9.3**	**25.1**	**17.2**	**29.5**	**31.2**	**9.3**	**15.6**	**5.7**	**26.7**
Salinas		23.5	.0139	7.5		57,292	.0202	2,438	7,639	10.0	5,743	28.8	7.6	22.9	13.5	28.5	26.2	11.1	16.0	8.7	36.7
Monterey		22.6	.0134	7.1		49,937	.0176	2,210	7,033	9.7	5,165	27.2	8.0	24.8	16.4	31.0	31.6	11.2	18.0	5.8	26.0
Carmel-by-the-Sea		6.2	.0037	1.8		16,419	.0058	2,648	9,122	2.9	5,731	26.7	7.1	24.5	14.5	28.7	26.4	11.7	16.9	8.4	35.1
Alisal		24.3	.0144	7.1		36,976	.0130	1,522	5,208	7.4	5,017	21.8	6.6	23.9	16.3	40.0	42.0	10.2	16.8	4.1	18.3
Seaside		16.8	.0100	5.1		24,415	.0086	1,453	4,787	5.3	4,628	27.3	8.9	28.8	21.3	31.9	36.3	8.0	14.4	4.0	19.1
Pacific Grove		11.1	.0066	4.0		24,883	.0088	2,242	6,221	4.3	5,732	20.5	5.4	23.7	14.1	36.1	33.2	12.6	18.2	7.1	29.1
Napa		**53.3**	**.0375**	**17.9**	**20.3**	**92,458**	**.0325**	**1,461**	**5,165**	**18.5**	**4,992**	**25.9**	**7.9**	**24.3**	**16.7**	**35.4**	**37.3**	**9.5**	**15.7**	**4.9**	**22.4**
Napa		17.0	.0101	5.7		31,696	.0112	1,864	5,561	5.9	5,415	22.6	6.3	21.1	13.3	39.1	38.0	11.4	17.5	5.8	24.9
Nevada		**16.2**	**.0100**	**6.4**	**7.4**	**29,695**	**.0105**	**1,632**	**4,640**	**6.8**	**4,339**	**31.9**	**11.1**	**29.0**	**22.8**	**27.7**	**33.6**	**8.0**	**15.4**	**3.4**	**17.1**
Grass Valley-Nevada City		*8.1*	*.0048*	*2.5*		*14,519*	*.0051*	*1,792*	*5,808*												
Grass Valley		5.3	.0031	1.7		9,204	.0032	1,737	5,414	2.2	4,234	30.7	11.0	29.7	24.0	29.3	36.4	7.5	14.8	2.8	13.8
1 **Orange**	**83**	**450.0**	**.2866**	**151.8**	**262.4**	**815,933**	**.2875**	**1,813**	**5,382**	**160.7**	**5,077**	**26.1**	**7.8**	**23.9**	**16.1**	**35.0**	**36.3**	**9.6**	**15.7**	**5.4**	**24.1**
Santa Ana		71.0	.0421	24.1		134,998	.0476	1,901	5,602	26.4	5,111	25.1	7.4	23.9	16.0	35.7	36.8	10.1	16.3	5.2	23.5
2 Anaheim		48.2	.0286	15.4		84,216	.0297	1,747	5,469	16.9	4,973	26.0	7.9	24.5	16.8	35.4	37.5	9.2	15.4	4.9	22.4
Fullerton		46.4	.0275	14.6		92,638	.0326	1,997	6,345	17.8	5,215	25.2	7.3	23.2	15.1	35.8	36.2	10.1	16.1	5.7	25.3
Newport Beach		21.5	.0127	7.9		49,747	.0175	2,314	6,297	8.3	5,966	24.6	6.2	23.0	13.3	32.7	28.8	10.6	14.7	9.1	37.0
Laguna Beach		8.8	.0052	3.0		19,119	.0067	2,173	6,373	3.9	4,919	30.5	9.4	24.1	16.7	30.0	32.1	10.1	17.0	5.3	24.8
Costa Mesa		19.4	.0115	5.9		27,868	.0098	1,436	4,723	5.9	4,732	26.6	8.5	24.2	17.5	36.5	40.6	8.9	15.6	3.8	17.8
Orange		19.2	.0114	6.7		36,173	.0127	1,884	5,399	7.5	4,828	27.4	8.6	24.3	17.2	35.3	38.4	8.5	14.7	4.5	21.1
Placer		**48.1**	**.0285**	**14.5**	**15.9**	**74,388**	**.0262**	**1,546**	**5,128**	**15.2**	**4,900**	**25.9**	**8.0**	**25.3**	**17.6**	**34.8**	**37.4**	**9.4**	**15.9**	**4.6**	**21.1**
Roseville		10.9	.0065	3.7		20,502	.0072	1,881	5,541	3.8	5,405	19.6	5.5	22.1	14.0	40.3	39.2	12.9	19.9	5.1	21.4
Auburn		5.0	.0030	1.8		10,547	.0037	2,109	5,859	2.0	5,348	24.9	7.1	20.9	13.3	38.2	37.6	9.8	15.2	6.2	26.8
Plumas		**11.9**	**.0070**	**3.8**		**23,100**	**.0082**	**1,941**	**6,079**	**4.2**	**5,542**	**17.2**	**4.7**	**23.1**	**14.2**	**41.1**	**39.0**	**13.2**	**19.8**	**5.4**	**22.3**

1 Garden Grove (inc. 1956) has pop. approx. 50,000 and taxable sales $25 million.
2 Information received too late for inclusion above indicates that recent annexations have brought the city total population to 60.3 as of 12/13/56.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures, read foreword, page 11.
© SM, 1957.

SOMETHING BIG

has been added to the Long Beach market this year!



A WHOLE NEW CITY!

. . . nearly 60,000 population!

Lakewood, a 2-year old incorporated city completely surrounded by Long Beach, is now listed by Sales Management Survey of Buying Power as a new part of a multiple city area.

It's now the Long Beach-Lakewood market

Look what a difference just 5 years make!

	S. M. Survey of Buying Power 1952	S. M. Survey of Buying Power 1957	Per Cent of Gain
Population	259,600	366,700	41.3
Effective Buying Income	568,335,000	794,281,000	39.8
Total Retail Sales	345,280,000	603,337,000	74.7
Food Store Sales	78,673,000	122,214,000	55.4
Furniture-Household Appl.	28,042,000	37,879,000	35.1
Automotive Sales	68,998,000	111,786,000	62.0
Drug Store Sales	12,237,000	18,709,000	52.9

Few markets in the nation have ever shown such fantastic increases in sales indices as Long Beach, California during a 5-year period. Take advantage of it. Show comparable sales increases of your own products. Do it with "A" schedules in the Long Beach Independent, Press-Telegram, the newspaper that covers nearly 8 out of 10 families in this rich part of the Los Angeles-Long Beach Metropolitan Market. No other newspaper covers even 1 out of 10.

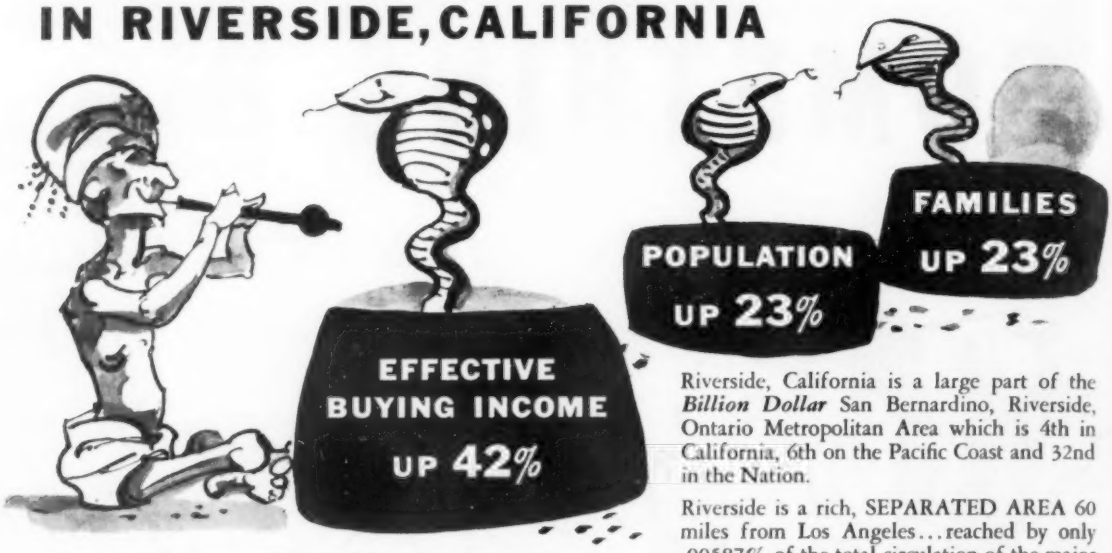
MORNING SUNDAY EVENING

Independent Press-Telegram

LONG BEACH, CALIFORNIA

National Representatives: Ridder-Johns, Inc.

EVERYTHING IS UP IN RIVERSIDE, CALIFORNIA



The Riverside Press and Enterprise reaches 9 out of 10 of these ready, willing and able to buy families.

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CALIFORNIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Riverside	128	253.0	.1499	83.4	134.7	400,977	.1412	1,585	4,808	90.6	4,424	33.2	11.4	27.7	21.3	27.8	33.1	7.2	13.6	4.1	20.6
▲Riverside		74.5	.0441	24.5		126,881	.0447	1,703	5,179	26.4	4,797	29.3	9.2	26.3	18.9	30.5	33.4	9.1	15.7	4.8	22.8
Palm Springs		13.9	.0082	6.3		29,733	.0105	2,139	4,720	6.3	4,738	33.2	10.6	28.0	20.2	26.1	29.0	6.9	12.2	5.8	28.0
Corona		12.4	.0073	3.7		16,466	.0058	1,328	4,450	3.8	4,289	31.4	11.1	30.4	24.3	28.6	35.1	6.1	11.7	3.5	17.8
Indio		8.9	.0053	2.9		14,134	.0050	1,588	4,874	3.0	4,654	30.2	9.8	25.5	18.8	31.2	35.3	8.9	15.9	4.2	20.2
Sacramento	121	409.5	.2426	128.2	299.0	854,056	.3010	2,086	6,662	149.4	5,716	22.2	5.9	20.8	12.5	36.8	33.9	13.2	19.1	7.0	28.6
▲Sacramento		162.5	.0963	52.9		397,728	.1401	2,448	7,518	67.4	5,904	22.3	5.7	20.3	11.8	35.7	31.8	13.9	19.5	7.8	31.2
North Sacramento		9.4	.0056	2.9		19,630	.0069	2,088	6,769	3.1	6,394	17.2	4.1	17.0	9.1	41.6	34.2	15.5	20.1	8.7	32.5
San Benito		14.6	.0087	4.4	5.1	24,512	.0086	1,679	5,571	5.1	4,786	29.9	9.4	30.6	21.9	26.3	29.0	7.7	13.4	5.5	26.3
San Bernardino	128	430.8	.2552	137.2	277.2	683,032	.2407	1,585	4,978	146.9	4,650	27.7	9.0	25.2	18.7	34.7	39.2	8.7	15.4	3.7	17.7
▲San Bernardino		86.2	.0511	28.1		150,339	.0530	1,744	5,350	30.9	4,868	26.6	8.3	23.8	16.6	35.5	38.4	9.8	16.8	4.3	19.9
Ontario-Upland		*55.7*	*.0330*	*18.8*		*98,854*	*.0385*	*1,656*	*5,068*												
▲Ontario		42.2	.0250	13.7		70,119	.0247	1,662	5,118	14.5	4,837	26.5	8.3	24.6	17.4	35.4	38.5	9.2	15.8	4.3	20.0
Redlands		22.4	.0133	7.3		39,367	.0139	1,757	5,393	9.0	4,365	34.4	11.9	25.6	20.1	28.6	34.5	7.7	14.5	3.7	19.0

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IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Nielsen and SR&D)

They serve this amazingly rich inland market with an effective buying income of almost $4.3 billion — more than the Washington (D.C.) metropolitan market — and with more gross cash farm income than Minnesota. (Sales Management's 1956 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative



We're building more homes in booming San Diego

metropolitan STOCKTON . . .

key to northern California VALLEY MARKET



	1956 POPULATION	1956 RETAIL SALES
Metro. Stockton	232,900	$296,971,000
ABC Market	295,388	$374,849,000

Source: Calif., State Dept. of Finance; July 1, 1956

Source: 1957 Survey of Buying Power

only* the Stockton Record

covers the Metropolitan Stockton—Stockton ABC Market

Home Coverage: city zone, 93%; metro. area, 73%; ABC mkt., 62%

CIRCULATION 53,674 ABC Publishers Statement 9/30/56

represented nationally by CRESMER & WOODWARD, INC.

**no out-of-town daily newspaper provides more than 8% home coverage*

CALIFORNIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Colton		18.4	.0109	5.2		26,635	.0094	1,448	5,122	5.7	4,690	24.0	7.8	23.4	17.0	40.7	45.7	8.9	15.7	3.0	13.8
Barstow		10.1	.0060	3.0		18,751	.0066	1,857	6,250	3.1	5,983	15.3	3.9	19.9	11.4	43.9	38.6	14.1	19.6	6.8	26.5
Upland		13.5	.0080	4.5		22,115	.0078	1,638	4,914	4.7	4,706	24.6	7.9	27.3	19.9	36.2	40.5	8.2	14.5	3.7	17.2
San Diego	129	875.7	.5187	288.1	730.1	1,748,312	.6161	1,996	6,068	357.6	4,889	29.0	9.0	24.0	16.8	32.7	35.2	9.3	15.7	5.0	23.3
▲San Diego		490.0	.2903	162.4		1,008,278	.3553	2,058	6,209	205.3	4,911	29.1	9.0	24.0	16.7	32.5	34.8	9.3	15.7	5.1	23.8
National City		31.5	.0187	9.7		48,637	.0171	1,544	5,014	10.2	4,782	24.3	7.7	25.6	18.3	37.5	41.3	8.8	15.3	3.8	17.4
Escondido		10.4	.0062	3.4		16,117	.0057	1,550	4,740	3.8	4,255	32.8	11.7	27.3	21.9	29.3	36.2	7.8	14.9	3.0	15.3
Oceanside		21.1	.0125	7.2		36,330	.0128	1,722	5,046	7.4	4,877	26.6	8.3	25.4	17.7	34.8	37.6	8.4	14.3	4.8	22.1
Chula Vista		34.6	.0205	10.8		59,167	.0208	1,710	5,478	11.3	5,213	24.1	7.0	22.0	14.5	37.8	38.1	10.8	17.2	5.3	23.2
La Mesa		21.5	.0127	7.3		39,648	.0140	1,844	5,431	7.6	5,251	24.7	7.1	22.1	14.4	36.5	36.6	11.1	17.6	5.6	24.3
El Cajon		22.6	.0134	7.1		34,572	.0122	1,530	4,869	7.3	4,758	29.1	9.3	23.3	16.8	34.3	37.9	8.9	15.5	4.4	20.5
Coronado		22.3	.0132	6.9		50,886	.0179	2,282	7,375	9.4	5,426	26.3	7.4	23.0	14.5	31.8	30.8	12.2	18.6	6.7	28.7
San Francisco	130	810.1	.4799	287.8	810.1	2,069,585	.7292	2,555	7,191	370.5	5,585	24.4	6.8	23.3	14.3	33.2	31.3	11.9	17.7	7.2	30.1
▲San Francisco		810.1	.4799	287.8		2,069,585	.7292	2,555	7,191	370.5	5,585	24.4	6.8	23.3	14.3	33.2	31.3	11.9	17.7	7.2	30.1
San Joaquin	145	231.2	.1370	69.7	164.3	412,927	.1455	1,786	5,924	82.6	4,998	28.9	8.8	24.0	16.4	32.2	33.9	9.4	15.6	5.5	25.3
▲Stockton		82.1	.0486	24.1		169,211	.0596	2,061	7,021	32.0	5,290	28.1	8.1	22.5	14.4	32.5	32.4	10.4	16.4	6.5	28.7
Lodi		17.3	.0102	6.0		31,202	.0110	1,804	5,200	6.4	4,846	30.5	9.5	24.2	17.0	30.9	33.6	9.4	16.2	5.0	23.7
Tracy		10.7	.0063	3.2		20,298	.0072	1,897	6,343	3.7	5,496	21.7	6.0	21.5	13.3	39.1	37.5	11.6	17.5	6.1	25.7
San Luis Obispo		82.0	.0367	20.7	33.4	111,969	.0395	1,806	5,409	24.5	4,578	31.5	10.4	25.4	18.9	31.0	35.6	7.9	14.4	4.2	20.7
San Luis Obispo		18.0	.0107	6.0		39,095	.0138	2,172	6,516	7.5	5,187	24.4	7.1	23.7	15.6	36.0	36.6	10.5	16.8	5.4	23.9
Paso Robles		8.6	.0051	2.9		15,470	.0055	1,799	5,334	3.4	4,584	31.1	10.3	25.6	19.1	31.0	35.6	8.1	14.6	4.2	20.4
San Mateo	130	386.0	.2287	122.7	361.1	969,554	.3416	2,512	7,902	129.9	7,484	14.2	2.9	15.6	7.1	39.4	27.8	18.2	20.2	12.6	42.0
San Mateo		64.1	.0380	19.9		185,285	.0653	2,891	9,311	22.5	8,226	13.4	2.5	14.2	5.9	37.4	23.9	19.3	19.5	15.7	48.2
Burlingame		22.7	.0134	7.9		67,580	.0238	2,977	8,554	8.1	8,311	13.2	2.4	14.7	6.1	35.6	22.5	20.6	20.6	15.9	48.4
Redwood City		44.8	.0265	13.9		103,243	.0364	2,305	7,428	15.2	6,800	15.9	3.5	16.2	8.2	40.8	31.6	17.0	20.8	10.1	35.9

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

Look At The

WEST'S

Richest Peninsula . . .

San Mateo

6th richest USA County in per capita income

15th richest USA County in family income



Serviced by the ONLY DAILY Between San Francisco and Redwood City

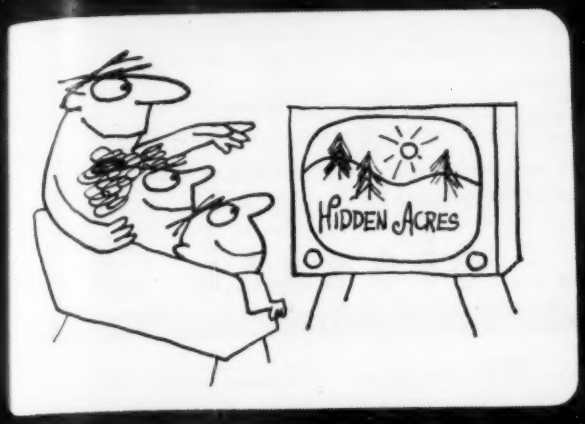
THE PENINSULA'S LEADING NEWSPAPER
San Mateo Times
DEVOTED TO THE INTEREST OF SAN MATEO COUNTY

"The Peninsula's OWN Metropolitan Daily"

Represented by Gilman, Nicoll & Ruthman

All data Sales Management, May 10, 1957

We're building more homes in booming San Diego













Homes in San Diego are now increasing at the rate of more than 1000 per month!*

Since 1950, more than 80,000 homes have been built, an increase of almost 45% for America's More Market.

San Diegans are making more . . . buying and building more homes . . . and watching Channel 8 more, than ever before.

* Source—*Research Dept. San Diego City Planning Commission.*

KFMB 8 TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co

SAN DIEGO

America's more market

CBS
NBC
ABC

AMERICA'S MOST PRODUCTIVE SINGLE STATION TV MARKET

The primary KEY-T coverage area which includes Ventura, Santa Barbara and San Luis Obispo Counties and the western portion of Los Angeles and Kern Counties is one of America's richest regions.

SANTA BARBARA FIRST
in U.S. Sales Management
High-Spot Cities, Dec. 1956

Quality Index:
Retail Sales: 56% above National Average
Apparel Sales: 156% " " "
Furn., Hsld., Radio: 162% " " "

THE ONLY TV STATION THAT COMPLETELY AND EFFECTIVELY COVERS THIS RICH AREA

Represented Nationally by The Hollingbery Co.

KEY-T

SERVING COASTAL CALIFORNIA

channel 3

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CALIFORNIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Daly City		32.3	.0191	9.9		73,655	.0260	2,280	7,440	10.6	6,930	13.7	3.0	16.5	8.2	42.0	31.9	17.5	21.0	10.3	35.9
San Bruno		20.3	.0120	6.1		43,595	.0154	2,148	7,147	6.5	6,735	12.5	2.8	15.1	7.7	44.8	35.0	18.7	23.0	8.9	31.5
San Carlos		19.7	.0117	5.9		50,286	.0177	2,553	8,523	6.0	8,432	9.9	1.8	10.9	4.4	41.0	25.6	22.9	22.5	15.3	45.7
South San Francisco		36.6	.0217	10.8		82,316	.0290	2,249	7,622	11.9	6,899	11.6	2.5	16.6	8.2	44.6	34.1	17.5	21.1	9.7	34.1
Menlo Park		27.7	.0164	6.9		71,588	.0252	2,584	10,375	10.2	6,992	19.2	4.2	18.1	8.8	35.3	26.6	15.5	18.4	11.9	42.0
Millbrae		12.0	.0071	3.7		35,848	.0126	2,987	9,689	3.8	9,377	8.1	1.3	9.2	3.4	37.1	20.8	27.2	24.1	18.4	50.4
Santa Barbara	132	**111.4**	**.0660**	**36.2**	**77.3**	**224,283**	**.0790**	**2,013**	**6,196**	**42.7**	**5,253**	**27.9**	**8.0**	**25.1**	**16.3**	**30.8**	**30.9**	**9.5**	**15.0**	**6.7**	**29.8**
▲Santa Barbara		52.5	.0311	18.0		110,341	.0389	2,102	6,130	21.7	5,094	29.5	8.8	25.3	17.0	29.8	30.8	9.1	14.8	6.3	28.6
Santa Maria		14.1	.0084	4.5		28,609	.0101	2,029	6,358	5.0	5,718	22.6	6.0	23.5	14.1	34.8	32.0	11.5	16.7	7.6	31.2
Santa Clara	131	**490.1**	**.2903**	**150.8**	**390.7**	**956,962**	**.3372**	**1,953**	**6,346**	**175.0**	**5,468**	**26.2**	**7.3**	**21.8**	**13.5**	**33.7**	**32.5**	**11.5**	**17.4**	**6.8**	**29.3**
▲San Jose		128.5	.0761	41.1		266,139	.0938	2,071	6,475	49.9	5,333	26.8	7.6	22.1	14.2	33.3	32.9	11.5	17.9	6.3	27.4
Palo Alto		47.2	.0280	15.9		125,440	.0442	2,658	7,889	18.8	6,658	22.1	5.0	19.6	10.1	33.2	26.3	13.9	17.3	11.2	41.3
Gilroy		6.1	.0036	2.1		14,366	.0051	2,355	6,841	2.3	6,323	26.1	6.3	19.5	10.5	30.5	25.4	13.5	17.7	10.4	40.1
Santa Clara		30.3	.0179	8.3		59,961	.0211	1,979	7,224	11.8	5,100	28.9	8.6	21.2	14.2	33.5	34.6	10.8	17.6	5.6	25.0
Los Gatos		7.0	.0041	2.6		14,052	.0050	2,007	5,405	2.6	5,313	31.5	9.0	21.2	13.6	30.0	29.7	10.2	16.0	7.1	31.7
Mountain View		28.9	.0171	9.6		54,457	.0192	1,884	5,673	10.1	5,388	24.1	6.8	21.8	13.8	36.5	35.7	11.5	17.7	6.1	26.0
Sunnyvale		34.8	.0206	10.7		59,467	.0210	1,709	5,558	10.7	5,563	21.0	5.7	20.9	12.8	39.6	37.5	12.4	18.5	6.1	25.5
Santa Cruz		**70.8**	**.0419**	**26.4**	**44.4**	**129,107**	**.0455**	**1,824**	**4,890**	**27.5**	**4,695**	**32.2**	**10.4**	**25.1**	**18.3**	**29.9**	**33.5**	**7.9**	**14.0**	**4.9**	**23.8**
Santa Cruz		23.3	.0138	9.1		47,152	.0166	2,024	5,182	10.2	4,626	33.3	10.9	25.6	18.9	28.7	32.7	7.5	13.4	4.9	24.1
Watsonville		13.5	.0080	4.5		27,718	.0098	2,053	6,160	5.3	5,204	27.3	7.9	23.3	15.4	33.5	33.9	9.8	15.6	6.1	27.2
Shasta		**48.1**	**.0285**	**15.7**	**13.0**	**84,991**	**.0300**	**1,767**	**5,413**	**16.4**	**5,198**	**23.6**	**6.9**	**23.3**	**15.4**	**37.3**	**37.7**	**10.5**	**16.7**	**5.3**	**23.3**
Redding		13.0	.0077	4.5		30,799	.0109	2,369	6,844	5.2	5,960	19.6	5.0	21.8	12.5	37.7	33.3	13.1	18.2	7.8	31.0
Sierra		**2.4**	**.0015**	**.7**		**3,873**	**.0013**	**1,614**	**5,533**	**.8**	**4,672**	**21.8**	**7.1**	**27.3**	**20.0**	**39.2**	**44.2**	**8.8**	**15.6**	**2.9**	**13.1**
Siskiyou		**29.2**	**.0173**	**9.7**	**6.3**	**56,122**	**.0198**	**1,922**	**5,786**	**10.5**	**5,371**	**23.2**	**6.5**	**22.3**	**14.2**	**37.6**	**36.9**	**10.9**	**16.8**	**6.0**	**25.6**
Yreka City		4.2	.0025	1.4		8,609	.0030	2,050	6,149	1.6	5,476	23.4	6.5	21.7	13.5	37.6	36.1	10.9	16.6	6.4	27.3
Solano	130	**131.2**	**.0777**	**40.3**	**118.5**	**258,322**	**.0910**	**1,969**	**6,410**	**51.4**	**5,023**	**23.4**	**7.1**	**22.5**	**15.3**	**39.3**	**41.2**	**10.5**	**17.3**	**4.3**	**19.1**
Vallejo		43.0	.0255	11.3		103,535	.0365	2,408	9,162	20.9	4,953	25.6	7.8	23.0	16.0	36.8	39.1	10.1	16.9	4.5	20.2
Fairfield		14.5	.0086	4.8		28,457	.0100	1,963	5,929	5.3	5,342	19.9	5.7	21.8	13.9	41.5	40.9	11.9	18.5	4.9	21.0
Sonoma		**134.7**	**.0798**	**44.9**	**46.3**	**224,283**	**.0791**	**1,665**	**4,995**	**46.7**	**4,804**	**30.6**	**9.6**	**24.9**	**17.7**	**31.1**	**34.1**	**8.3**	**14.4**	**5.1**	**24.2**
Santa Rosa		28.9	.0171	10.5		60,291	.0212	2,086	5,742	12.2	4,955	30.6	9.4	23.6	16.2	30.7	32.6	9.5	15.9	5.6	25.9
Petaluma		13.5	.0080	4.6		28,376	.0100	2,102	6,169	5.3	5,370	24.2	6.8	21.0	13.3	38.5	37.8	10.2	15.8	6.1	26.3

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

...unless its deferred character is indicated by a suitable symbol above or preceding the address.

UNION

W. P. MARSHALL, PRESIDENT

VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

SANTA BARBARA, CALIF., MAY 9, 1957.

GENERAL ELECTRIC-TEMPO, AEROPHYSICS, RAYTHEON AND SIX OTHER SPECIALIZED ELECTRONICS FIRMS NOW BUILDING IN SANTA BARBARA ● BIG INDUSTRIAL PAYROLL CAUSING MAJOR CHANGE IN LOCAL ECONOMIC PICTURE ● POPULATION FIGURES — RETAIL SALES REACHING NEW HIGHS ● BUY SANTA BARBARA NOW!

SANTA BARBARA NEWS-PRESS

NATIONAL REPRESENTATIVES, CRESMER & WOODWARD, Inc.

In Retail Sales

San Jose Soars Ahead Of These Big Names!

City	1955 (Retail Sales in '000's)	1956	Change	%
San Antonio	$631,713	$612,352	($19.361)	(3.1)
Birmingham	607,803	596,345	(11,458)	(1.9)
Toledo	567,984	610,891	42,907	7.6
SAN JOSE	**554,803**	**634,808**	**80,005**	**14.4**
Phoenix	525,567	583,344	57,777	11.0
Sacramento	523,329	586,330	63,001	12.0
Omaha	502,402	511,693	9,291	1.8

A Whopping $80 Million Gain!

That's Why We Say, Metropolitan San Jose...
Up and Coming Billion Dollar Market!

All Figures From S.M. Survey of Buying Power

TOLEDO

B'RM'GHAM

SAN ANTONIO

PHOENIX

OMAHA

SACRAMENTO



113,000 Daily Circulation
94,000 Sunday Circulation
(Publisher's Monthly Statement)

SAN JOSE

Mercury AND News

REPRESENTED NATIONALLY BY RIDDER-JOHNS, INC.
MEMBER OF THE METRO SUNDAY COMICS NETWORK

1st AN INDEPENDENT FIRST in the wealthy FRESNO MARKET

Covering 5 rich counties—Fresno, Madera, Merced, Kings and Tulare — KBIF shows up in the 1956 Nielsen, number one over all other independents, and two network stations. Competitive, one-card rates deliver KBIF for the lowest cost per thousand.

REPRESENTED BY WEED AND COMPANY

FRESNO'S GREATEST INDEPENDENT

KBIF

900 KC. Center of Dial

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Fresno, California

JOHN POOLE BROADCASTING CO., KBIG - Catalina Island, KBIF - FRESNO

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

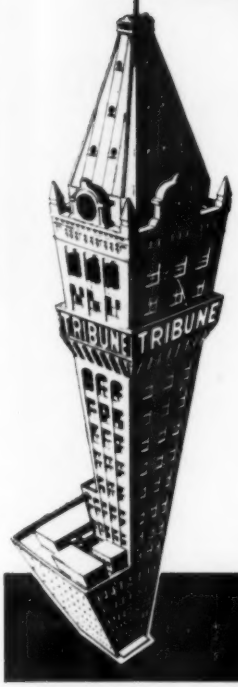
CALIFORNIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Stanislaus	232	145.4	.0861	44.9	58.8	228,427	.0805	1,571	5,087	46.4	4,919	27.8	8.6	26.2	18.1	32.1	34.4	8.7	14.7	5.2	24.2
△Modesto		35.1	.0208	12.4		81,537	.0287	2,323	6,576	15.9	5,113	27.9	8.3	24.8	16.6	31.8	32.7	9.5	15.5	6.0	26.9
Turlock		7.0	.0041	2.5		13,090	.0046	1,870	5,236	2.6	5,029	28.5	8.6	25.0	16.9	32.3	33.9	8.4	13.8	5.8	26.8
Sutter		30.8	.0183	9.5	12.8	52,824	.0186	1,715	5,560	10.4	5,095	26.6	7.9	27.7	18.7	30.5	31.5	9.2	15.0	6.0	26.9
See Marysville-Yuba City																					
Yuba City		11.3	.0067	3.8		21,342	.0075	1,889	5,616	3.8	5,578	22.4	6.1	22.4	13.8	36.4	34.3	12.1	18.0	6.7	27.8
Tehama		19.7	.0116	6.4	7.8	34,383	.0121	1,745	5,372	6.7	5,095	28.7	8.5	25.0	16.8	31.0	32.0	9.2	15.0	6.1	27.7
Red Bluff		5.7	.0034	1.7		11,162	.0039	1,958	6,566	2.1	5,434	27.1	7.6	23.2	14.6	30.8	29.8	12.0	18.3	6.9	29.7
Trinity		6.8	.0041	2.5		10,018	.0035	1,473	4,007	2.7	3,647	34.7	14.4	30.8	28.8	29.0	41.9	4.5	10.2	1.0	4.7
Tulare		145.2	.0860	43.6	47.9	210,754	.0743	1,451	4,834	44.4	4,746	29.2	9.3	29.5	21.3	28.6	31.7	7.7	13.5	5.0	24.2
Visalia		13.9	.0082	4.3		31,944	.0113	2,298	7,429	5.3	6,023	21.9	5.5	21.9	12.5	34.7	30.3	12.9	17.8	8.6	33.9
Tulare		13.4	.0079	3.9		21,908	.0077	1,635	5,617	4.3	5,070	26.9	8.0	24.8	16.7	33.3	34.6	9.4	15.4	5.6	25.3
Porterville		8.4	.0050	2.8		14,925	.0053	1,777	5,330	3.1	4,797	29.2	9.2	27.2	19.3	30.0	33.0	8.6	15.0	5.0	23.5
Dinuba		5.0	.0030	1.7		8,249	.0029	1,650	4,852	1.8	4,639	33.6	11.0	27.0	19.9	26.3	29.8	8.0	14.4	5.1	24.9
Tuolumne		14.8	.0087	5.2		27,165	.0096	1,835	5,224	5.5	4,939	24.4	7.5	25.8	17.8	35.6	37.8	9.6	16.0	4.6	20.9
Ventura		162.7	.0964	47.6	82.9	293,946	.1035	1,807	6,149	53.9	5,457	23.0	6.4	23.3	14.6	36.5	35.2	10.8	16.4	6.4	27.4
Ventura		20.1	.0119	6.7		51,137	.0180	2,544	7,632	8.0	6,388	18.3	4.3	19.6	10.6	39.0	32.2	13.8	17.9	9.3	35.0
Oxnard		29.8	.0177	8.4		51,064	.0180	1,714	6,079	9.7	5,276	24.6	7.1	23.9	15.5	34.7	34.6	10.9	17.1	5.9	25.7
Santa Paula		12.9	.0076	3.8		21,783	.0077	1,689	5,732	4.3	5,097	29.0	8.6	22.3	15.0	33.5	34.6	9.3	15.1	5.9	26.7
Yolo		55.6	.0330	16.9	30.1	104,135	.0367	1,873	6,162	21.0	4,952	32.1	9.8	24.1	16.6	29.1	31.0	8.8	14.8	5.9	27.8
Woodland		12.0	.0071	3.8		26,217	.0092	2,185	6,899	4.4	5,961	24.9	6.3	20.7	12.0	34.7	30.6	10.7	14.9	9.0	36.2
Yuba		32.4	.0192	9.9	22.0	52,266	.0184	1,613	5,279	10.9	4,796	29.7	9.4	27.9	19.9	29.1	31.9	8.1	14.0	5.2	24.8
Marysville-Yuba City		*20.5*	*.0122*	*6.6*		*44,105*	*.0155*	*2,151*	*6,683*												
Marysville		9.2	.0055	2.8		22,763	.0080	2,474	8,130	4.2	5,459	28.0	7.8	25.2	15.7	29.1	28.1	10.1	15.3	7.6	33.1
Total Above Cities		8,915.0	5.2809	2982.7		19,461,290	6.8579	2,183	6,525	3486.1	5,583	24.0	6.5	22.5	13.8	34.7	32.7	11.9	17.7	6.9	29.3
State Total		13,808.1	8.1799	4566.8	11317.9	28,085,427	9.8964	2,034	6,150	5151.7	5,452	24.6	6.8	22.9	14.5	34.5	33.3	11.4	17.3	6.6	28.1

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Bakersfield	176	268.9	.1593	79.9	173.9	488,930	.1723	1,818	6,119
Fresno	53	325.5	.1928	99.3	188.5	543,927	.1917	1,671	5,478
Los Angeles-Long Beach	83	5,850.2	3.4657	2,019.7	5,594.7	12,345,956	4.3503	2,110	6,113
△Modesto	232	145.4	.0861	44.9	58.8	228,427	.0805	1,571	5,087
Sacramento	121	409.5	.2426	128.2	299.0	854,056	.3010	2,086	6,662
San Bernardino-Riverside-Ontario	129	683.8	.4051	220.8	411.9	1,084,009	.3819	1,585	4,914
San Diego	129	875.7	.5187	288.1	730.1	1,748,312	.6161	1,996	6,068
San Francisco-Oakland	130	2,671.6	1.5827	885.4	2,509.1	6,193,222	2.1822	2,318	6,995
San Jose	131	490.1	.2903	150.8	390.7	956,962	.3372	1,953	6,348
Santa Barbara	132	111.4	.0660	36.2	77.3	224,283	.0790	2,013	6,196
Stockton	145	231.2	.1370	69.7	164.3	412,927	.1455	1,786	5,924
Total Above Areas		12063.3	7.1463	4,022.8	10,598.3	25,081,011	8.8377	2,079	6,235

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Before using these figures, read foreword, page 11.

To find specific data quickly, use the Edge-Index, between pages 224 and 225.



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Sources: Population, California State Department of Finance, July 1, 1956. Income, SM "Survey of Buying Power," 1957. Circulation, ABC Publisher's Statement, September 30, 1956.

Oakland Tribune

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CALIFORNIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Alameda	130	1,166,680	.6060	3,978	.6223	121	118	288,735	91,045	164,800	82,169	85,138	169,969	80,432	44,353	41,863
▲Oakland		685,514	.3561		.3174	131	147	143,968	58,153	132,060	53,351	54,903	107,352	37,484	21,675	22,659
Berkeley		150,456	.0782		.0925	129	109	40,998	9,114	12,696	10,484	14,727	24,914	12,404	4,587	6,128
Alameda		53,362	.0277		.0446	102	63	18,751	3,956	2,718	2,756	3,185	9,162	4,326	494	3,184
Hayward		85,455	.0444		.0372	119	142	19,472	4,380	6,436	7,660	5,066	16,306	6,721	5,426	2,899
San Leandro		77,451	.0402		.0357	121	136	23,232	5,090	5,666	3,680	3,710	14,553	8,144	4,826	3,021
Albany		16,129	.0084		.0119	102	72	4,020	1,222	346	269	349	6,078	722	1,227	298
Piedmont		2,445	.0013		.0091	140	20	1,634	106	...	...	...	...	594	...	56
Alpine		1,050	.0006	10,500	.0003	300	600	140	239	328	...	74	...	269	...	...
Amador		8,418	.0043	3,238	.0047	96	88	2,292	1,406	965	212	59	1,230	648	660	303
Butte		106,113	.0552	4,535	.0448	111	137	27,129	5,856	8,347	5,436	5,174	16,917	6,854	14,239	3,248
Chico		49,218	.0256		.0148	172	298	11,770	2,252	4,042	3,737	2,236	8,098	2,782	7,003	1,633
Oroville		24,430	.0127		.0068	189	353	6,703	1,045	2,726	1,335	1,792	5,370	1,678	1,029	936
Calaveras		7,551	.0039	2,517	.0047	89	74	2,248	814	686	154	191	1,352	921	273	298
Colusa		17,678	.0092	4,911	.0082	119	133	3,404	1,604	950	636	537	2,833	1,969	3,735	380

1 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

Before using these figures, read foreword, page 11.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
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1956 PER FAMILY EFFECTIVE BUYING INCOME

VENTURA **$7,632**
||
CALIFORNIA **$6,150**
||
U.S.A. **$5,736**
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CALIFORNIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Contra Costa	130	**400,716**	**.2081**	**3,831**	**.2286**	**108**	**98**	**121,771**	**27,668**	**35,165**	**18,526**	**24,199**	**70,468**	**35,851**	**25,866**	**12,677**
Richmond		111,140	.0577		.0582	99	98	31,224	6,636	14,032	6,520	7,444	22,960	8,855	4,193	2,915
Pittsburg		30,675	.0159		.0127	127	159	6,510	2,504	4,065	2,323	2,004	6,516	2,457	444	1,429
Martinez		19,798	.0103		.0085	139	169	5,039	1,553	1,298	1,232	1,169	5,362	1,722	877	463
El Cerrito		23,472	.0122		.0165	106	79	8,002	1,457	431	289	838	2,476	2,682	5,543	785
Antioch		23,917	.0124		.0103	117	141	6,467	1,427	2,600	1,215	1,460	4,969	1,759	1,491	644
San Pablo		16,439	.0085		.0101	92	77	8,626	1,446	229	73	260	569	2,281	967	289
Concord		31,110	.0162		.0171	103	98	12,787	1,652	1,385	867	1,634	3,895	3,188	1,484	1,317
Del Norte		**25,619**	**.0133**	**4,495**	**.0111**	**108**	**129**	**5,967**	**3,581**	**2,139**	**726**	**547**	**5,223**	**3,316**	**1,790**	**651**
Eldorado		**25,676**	**.0134**	**4,505**	**.0106**	**109**	**138**	**7,205**	**2,858**	**770**	**1,130**	**625**	**4,840**	**3,174**	**2,264**	**530**
Placerville		15,294	.0079		.0043	187	343	3,808	1,174	480	944	370	4,840	1,116	1,114	530
Fresno	53	**438,658**	**.2278**	**4,418**	**.2027**	**105**	**118**	**110,338**	**30,735**	**40,110**	**27,635**	**32,970**	**59,415**	**32,673**	**38,996**	**15,289**
▲Fresno		295,056	.1533		.1042	146	215	66,086	19,899	31,946	23,572	27,420	39,945	19,690	21,138	11,450
Reedley		14,401	.0075		.0043	139	242	4,194	747	778	428	945	2,582	614	2,981	356
Selma		16,403	.0085		.0052	121	198	4,420	910	1,107	756	863	2,936	2,074	633	416
Glenn		**22,461**	**.0117**	**4,584**	**.0105**	**109**	**122**	**4,404**	**1,458**	**2,171**	**399**	**578**	**5,160**	**2,084**	**3,429**	**570**
Humboldt		**162,684**	**.0845**	**5,165**	**.0716**	**125**	**147**	**41,413**	**12,469**	**17,502**	**6,377**	**6,911**	**30,198**	**14,143**	**14,592**	**3,822**
Eureka		87,111	.0453		.0282	167	268	19,503	5,531	11,070	4,414	4,768	19,661	5,144	6,135	1,535
Arcata		24,668	.0128		.0062	230	474	6,061	1,444	2,612	615	741	3,223	2,065	4,877	847
Imperial		**101,628**	**.0528**	**5,493**	**.0432**	**106**	**129**	**21,156**	**8,052**	**11,554**	**5,409**	**3,439**	**15,346**	**9,902**	**13,487**	**2,798**
El Centro		43,100	.0224		.0139	143	231	6,935	2,711	4,694	2,433	1,789	10,257	3,448	5,619	1,439
Brawley		22,786	.0118		.0089	110	146	4,629	1,911	1,809	672	1,227	3,580	1,763	3,160	656
Calexico		16,370	.0085		.0054	110	173	3,304	1,218	4,272	1,870	280	1,394	843	2,084	535
Inyo		**21,988**	**.0114**	**4,997**	**.0098**	**125**	**148**	**4,741**	**2,554**	**2,416**	**337**	**311**	**4,734**	**3,401**	**757**	**627**
Kern	176	**343,932**	**.1787**	**4,305**	**.1716**	**108**	**112**	**81,652**	**26,731**	**41,732**	**15,344**	**18,590**	**55,446**	**33,991**	**31,492**	**10,221**
△Bakersfield		196,116	.1019		.0563	204	369	36,357	13,223	34,815	10,219	12,550	33,916	15,211	16,864	6,370
Taft		21,227	.0110		.0056	215	423	5,798	1,386	1,262	1,292	1,719	5,360	1,681	900	604
Delano		22,554	.0117		.0077	122	186	4,953	1,403	984	1,417	1,119	4,093	2,586	3,961	369
East Bakersfield		27,728	.0144		.0272	81	43	9,207	2,857	1,244	645	851	3,219	3,867	2,603	767
Oildale		12,200	.0063		.0122	88	46	4,051	1,257	549	283	376	1,416	1,702	1,145	337
South Bakersfield		9,241	.0048		.0095	91	46	3,069	952	415	214	284	1,072	1,289	868	256
Kings		**58,194**	**.0302**	**4,187**	**.0281**	**100**	**108**	**12,805**	**3,253**	**5,533**	**2,573**	**4,008**	**9,285**	**3,330**	**7,519**	**1,830**
Hanford		32,726	.0170		.0100	152	258	6,061	1,652	4,128	1,505	3,070	5,567	1,286	4,129	1,141
Lake		**16,299**	**.0085**	**4,179**	**.0068**	**105**	**131**	**4,499**	**1,804**	**1,478**	**488**	**459**	**1,845**	**1,761**	**1,737**	**450**
Lassen		**18,839**	**.0098**	**3,845**	**.0099**	**106**	**105**	**7,829**	**1,064**	**1,182**	**521**	**425**	**3,730**	**1,578**	**453**	**469**
Susanville		11,429	.0059		.0049	126	151	2,971	559	712	521	413	3 629	493	364	434
Los Angeles	83	**7,943,003**	**4.1261**	**4,252**	**3.9091**	**122**	**129**	**1,861,050**	**597,209**	**1,049,558**	**519,182**	**528,085**	**1,463,481**	**587,305**	**403,122**	**268,917**
1▲Los Angeles		3,754,096	1.9501		1.7489	129	144	800,923	315,410	615,655	259,959	269,343	602,564	258,808	167,627	129,757

1 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

Before using these figures, read foreword, page 11.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
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The Survey of Buying Power

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CALIFORNIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwrs. ($000)	Drugs ($000)
Long Beach-Lakewood		*603,337*	*.3134*		*.9774*	*128*	*144*	*122,814*	*48,130*	*111,778*	*44,033*	*37,879*	*111,786*	*48,868*	*21,687*	*18,709*
▲Long Beach		550,168	.2858		.2414	133	157	116,572	45,061	87,084	36,302	37,404	106,736	42,035	21,310	16,321
Pasadena		275,750	.1432		.1088	154	203	46,669	13,004	62,408	20,859	18,795	58,157	16,838	9,472	7,627
Glendale		221,103	.1149		.1016	146	165	59,940	11,537	25,969	13,799	14,550	55,445	12,479	7,966	6,864
Santa Monica		175,359	.0911		.0693	147	194	41,769	13,623	21,250	14,101	12,360	32,828	10,202	8,285	5,564
Beverly Hills		163,082	.0847		.0540	298	468	18,061	13,629	24,935	30,138	11,175	30,287	5,277	5,159	6,068
Burbank		156,611	.0814		.0699	126	147	46,416	13,409	10,431	6,393	9,278	31,475	12,206	9,448	5,582
Inglewood		150,438	.0781		.0543	155	223	29,667	8,051	31,677	13,774	8,981	27,913	10,336	3,942	5,213
Alhambra		109,892	.0571		.0460	140	174	20,457	6,996	10,704	9,121	10,981	30,018	7,114	4,703	3,325
Huntington Park		113,017	.0587		.0347	186	314	12,298	6,708	11,350	14,285	8,784	40,351	4,465	2,114	5,997
Compton		156,932	.0815		.0546	135	201	33,377	6,183	30,972	4,879	7,931	49,091	8,275	4,608	3,085
Pomona		100,721	.0523		.0422	122	152	22,344	5,747	12,457	7,822	6,781	19,131	7,214	6,133	2,239
South Gate		84,175	.0437		.0387	121	137	17,237	6,535	3,419	1,958	3,893	31,213	7,664	3,978	3,852
Whittier		112,225	.0583		.0349	180	301	30,500	5,607	7,073	12,602	9,065	20,656	8,933	4,886	3,447
San Fernando		57,001	.0296		.0157	165	312	10,991	2,591	4,210	3,802	3,591	16,635	4,560	3,551	1,925
Monrovia		53,252	.0277		.0200	136	180	11,204	1,513	4,000	1,848	2,676	19,103	3,665	3,476	1,146
Culver City		108,215	.0562		.0333	166	280	22,857	6,143	5,961	4,173	4,993	42,427	7,369	7,611	2,197
Arcadia		53,590	.0278		.0293	133	126	17,364	3,398	3,796	4,574	2,156	3,805	5,567	6,225	2,269
El Monte		58,089	.0302		.0133	218	495	12,565	2,678	3,598	5,276	4,067	14,173	6,371	4,196	1,693
San Gabriel		52,354	.0272		.0198	150	206	17,145	2,819	3,573	551	1,430	12,110	3,461	6,053	1,250
Redondo Beach		67,842	.0352		.0293	115	138	27,418	2,665	2,975	2,463	3,227	14,903	5,116	2,051	3,165
Lynwood		51,291	.0266		.0217	121	149	21,322	4,026	832	1,847	1,832	7,945	4,814	3,959	1,828
Bell		34,006	.0177		.0146	133	161	10,093	2,610	2,439	506	2,548	9,451	2,672	1,618	764
Gardena		52,840	.0274		.0190	128	185	16,051	4,510	1,334	2,330	2,012	9,065	6,706	4,834	1,358
Hermosa Beach		32,307	.0168		.0134	141	177	4,706	1,982	1,606	1,405	1,048	14,544	1,765	2,716	842
Torrance		56,022	.0291		.0443	91	60	20,382	3,661	3,764	3,019	3,017	7,285	5,932	3,003	2,101
Maywood		16,546	.0086		.0097	111	99	3,870	2,390	1,480	445	1,374	1,322	2,252	1,086	515
Belvedere Township		23,801	.0124		.0205	69	41	12,502	933	2,942	1,049	1,168	292	2,526	379	300
Montebello		34,726	.0180		.0191	109	103	14,400	2,192	1,967	1,697	2,128	836	3,676	2,899	1,588
Hawthorne		55,210	.0287		.0220	123	160	21,853	2,994	1,466	3,900	3,322	9,618	2,815	3,109	2,666
South Pasadena		25,390	.0132		.0164	139	112	6,736	1,602	965	636	914	7,403	2,275	1,201	1,530
Monterey Park		23,909	.0124		.0182	100	68	11,647	1,489	1,142	653	1,060	1,328	2,878	974	1,004
Altadena Township		28,069	.0146		.0301	108	53	8,797	2,289	1,356	933	1,670	3,659	3,025	2,518	965
Azusa		21,203	.0110		.0106	99	103	8,626	1,278	982	849	1,088	895	2,653	1,646	1,001
Manhattan Beach		27,484	.0143		.0212	108	73	4,543	2,545	478	1,133	1,957	8,339	3,347	1,081	1,300
San Marino		16,924	.0088		.0171	214	110	5,221	831	335	1,484	1,591	3,063	2,047	225	1,007
Covina		27,990	.0145		.0109	140	186	7,111	1,009	1,176	1,360	1,198	7,536	2,128	1,891	1,352
Madera		**39,312**	**.0204**	**3,574**	**.0199**	**88**	**90**	**11,325**	**2,311**	**2,008**	**1,555**	**2,001**	**6,167**	**4,491**	**3,985**	**939**
Madera		26,996	.0140		.0091	115	177	6,936	1,476	1,371	1,391	1,419	4,765	2,984	2,559	682
Marin	**130**	**146,553**	**.0762**	**3,993**	**.0857**	**121**	**108**	**41,629**	**13,539**	**10,946**	**7,238**	**6,207**	**24,189**	**12,235**	**10,732**	**4,412**
San Rafael		65,066	.0338		.0200	198	335	9,149	4,348	8,878	4,368	3,217	16,860	3,799	4,610	1,425
Mill Valley		18,348	.0095		.0081	162	190	6,030	1,033	372	938	734	4,690	1,504	1,035	791
San Anselmo		17,206	.0089		.0086	132	137	8,645	1,152	515	1,237	1,284	919	1,514	331	486
Mariposa		**4,386**	**.0022**	**3,358**	**.0025**	**100**	**88**	**1,673**	**830**	**61**	**55**	...	**74**	**1,207**	**58**	**143**
Mendocino		**66,410**	**.0345**	**3,710**	**.0333**	**97**	**101**	**16,691**	**6,548**	**8,617**	**1,585**	**1,733**	**9,544**	**8,081**	**6,104**	**1,433**
Ukiah		27,668	.0144		.0093	137	212	6,357	1,957	2,589	1,047	986	6,247	2,719	1,920	616
Merced		**96,626**	**.0502**	**3,850**	**.0494**	**98**	**99**	**21,406**	**7,071**	**6,314**	**5,282**	**5,744**	**14,372**	**8,469**	**12,162**	**2,672**
Merced		51,744	.0269		.0172	140	219	10,203	3,975	3,154	3,875	3,540	8,730	3,420	6,148	1,204
Modoc		**9,001**	**.0047**	**2,904**	**.0057**	**95**	**78**	**1,958**	**1,159**	**825**	**310**	**325**	**1,058**	**971**	**929**	**344**
Mono		**3,784**	**.0020**	**4,730**	**.0018**	**120**	**133**	**1,163**	**774**	**394**	...	...	...	**1,002**	**154**	...
Monterey		**198,435**	**.1030**	**3,831**	**.1131**	**109**	**99**	**45,481**	**18,414**	**22,568**	**12,480**	**9,201**	**29,728**	**20,910**	**13,781**	**5,951**
Salinas		75,380	.0392		.0246	177	282	14,208	5,817	10,035	5,818	3,826	13,428	5,720	5,285	2,084
Monterey		44,746	.0232		.0184	137	173	8,335	4,977	3,601	2,494	1,400	13,215	3,704	1,938	1,224
Carmel by-the-Sea		13,921	.0072		.0058	157	195	3,345	1,698	1,268	2,279	296	180	1,380	1,119	591

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

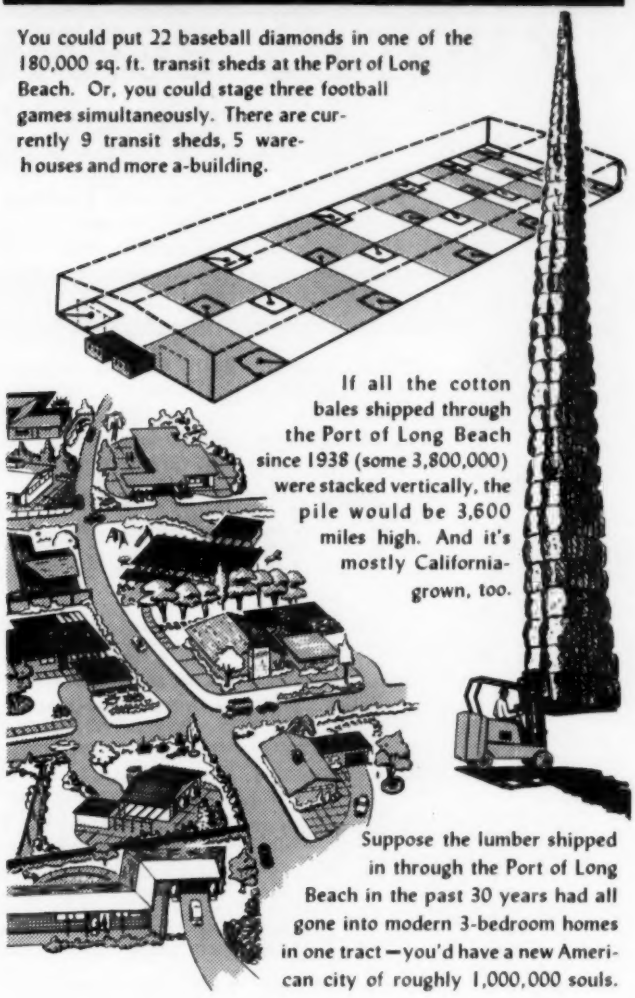
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It's Fabulously True!

You could put 22 baseball diamonds in one of the 180,000 sq. ft. transit sheds at the Port of Long Beach. Or, you could stage three football games simultaneously. There are currently 9 transit sheds, 5 warehouses and more a-building.



If all the cotton bales shipped through the Port of Long Beach since 1938 (some 3,800,000) were stacked vertically, the pile would be 3,600 miles high. And it's mostly California-grown, too.

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- Better living
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- Transportation savings
- Economic stability
- Most modern port



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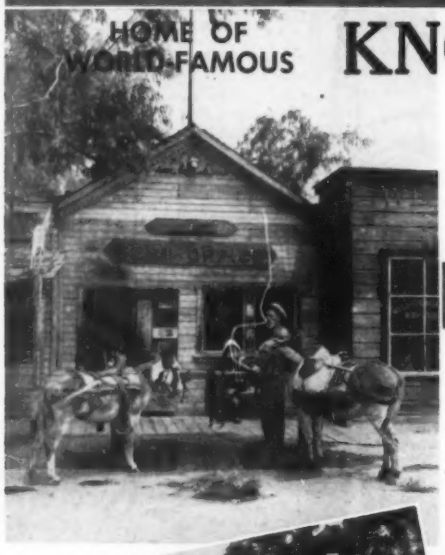
Name_____

Address_____

City_____ State_____

LONG BEACH, CALIFORNIA

ORANGE COUNTY

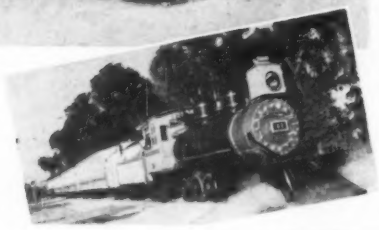


KNOTT'S BERRY FARM *and* GHOST TOWN

During 1956 . . . more than 3 million people visited famous Knott's Berry Farm in Orange County . . . and more than 1½ million of their chicken and steak dinners were served.

California's Fastest Growing Market

Fabulous Knott's Berry Farm is matched only by the fabulous growth of Orange County . . . population now over 500,000 —more than double the 1950 census. And only the REGISTER dominates this independent, rapidly expanding market with adequate coverage. Circulation nearing the 50,000 mark!



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ORANGE COUNTY'S HOME NEWSPAPER

Represented by

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SANTA ANA'S ABC CITY ZONE NOW 128,560

CALIFORNIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Alisal		13,676	.0071		.0115	80	49	3,964	1,198	2,353	382	587	603	2,025	1,104	416
Seaside		9,707	.0050		.0078	78	50	2,812	851	1,670	272	417	429	1,437	784	294
Pacific Grove		11,447	.0059		.0075	114	89	1,849	510	3,151	391	1,624	...	1,223	1,618	425
Napa		**56,808**	**.0296**	**3,174**	**.0326**	**87**	**79**	**14,002**	**4,326**	**4,986**	**1,872**	**2,290**	**9,203**	**4,335**	**6,287**	**1,582**
Napa		42,671	.0222		.0143	142	220	10,283	2,401	4,158	1,602	2,088	7,813	2,772	4,411	1,216
Nevada		**28,647**	**.0148**	**4,476**	**.0119**	**110**	**137**	**10,474**	**2,209**	**1,328**	**855**	**1,082**	**4,054**	**2,832**	**2,232**	**793**
Grass Valley-Nevada City		*17,770*	*.0092*		*.0063*	*131*	*192*	*4,815*	*1,370*	*1,283*	*855*	*988*	*2,916*	*1,440*	*1,499*	*690*
Grass Valley		13,722	.0071		.0044	142	229	3,566	873	1,100	732	800	2,525	1,009	1,198	465
Orange	83	**542,172**	**.2817**	**3,578**	**.2816**	**106**	**106**	**136,404**	**52,057**	**39,934**	**35,490**	**32,844**	**90,311**	**48,449**	**42,233**	**18,566**
Santa Ana		167,729	.0871		.0584	139	207	27,794	8,794	26,279	19,377	11,078	32,457	9,457	13,746	5,719
Anaheim		55,597	.0289		.0292	102	101	11,898	3,591	5,201	2,704	4,496	13,243	4,297	4,630	1,486
Fullerton		49,880	.0259		.0296	108	94	12,928	2,345	1,500	2,740	5,647	13,732	3,193	3,281	1,949
Newport Beach		27,625	.0144		.0156	123	113	8,055	4,108	481	1,542	1,068	4,368	2,818	2,693	1,046
Laguna Beach		24,971	.0130		.0083	160	250	5,574	3,262	828	1,787	1,323	5,383	1,903	1,549	711
Costa Mesa		19,631	.0102		.0103	90	89	6,332	2,926	453	679	852	1,691	2,555	1,527	682
Orange		21,930	.0114		.0121	106	100	6,855	924	1,153	598	777	4,351	2,253	1,177	880
Placer		**61,707**	**.0320**	**4,256**	**.0284**	**100**	**112**	**15,001**	**4,702**	**4,751**	**1,490**	**2,529**	**14,458**	**5,936**	**3,725**	**1,866**
Roseville		23,823	.0124		.0086	132	191	4,163	1,380	1,362	644	1,670	8,347	2,219	926	593
Auburn		18,038	.0094		.0053	177	313	4,611	756	2,023	632	412	3,367	1,505	1,277	646
Plumas		**13,443**	**.0070**	**3,538**	**.0076**	**109**	**100**	**4,382**	**1,538**	**1,295**	**555**	**156**	**1,973**	**1,478**	**649**	**750**
Riverside	128	**307,219**	**.1596**	**3,684**	**.1484**	**99**	**106**	**70,029**	**26,411**	**24,479**	**17,081**	**15,800**	**48,692**	**35,219**	**24,708**	**10,558**
▲Riverside		125,507	.0652		.0507	115	148	26,378	5,954	14,080	8,026	8,451	25,276	8,982	7,302	3,983
Palm Springs		29,739	.0154		.0115	140	188	5,771	5,722	2,527	4,232	703	3,156	2,769	194	2,553
Corona		21,074	.0109		.0076	104	149	5,444	1,545	660	990	1,246	4,479	3,090	1,004	529
Indio		23,127	.0120		.0072	136	226	4,125	2,054	1,558	944	670	5,250	4,154	2,027	651
Sacramento	121	**586,330**	**.3046**	**4,574**	**.2904**	**120**	**126**	**154,410**	**45,734**	**70,583**	**31,795**	**50,572**	**84,556**	**41,276**	**43,039**	**18,340**
▲Sacramento		438,070	.2276		.1576	164	236	90,439	36,566	60,953	28,300	39,243	69,551	28,237	33,501	14,902
North Sacramento		30,402	.0158		.0093	166	282	6,728	1,580	1,952	952	5,050	7,972	2,112	1,988	672
San Benito		**14,943**	**.0077**	**3,396**	**.0084**	**97**	**89**	**3,105**	**1,068**	**1,002**	**557**	**451**	**2,448**	**1,501**	**1,708**	**508**
San Bernardino	128	**476,737**	**.2477**	**3,475**	**.2457**	**96**	**97**	**113,704**	**35,169**	**50,199**	**21,020**	**27,471**	**78,410**	**54,023**	**36,918**	**13,852**
▲San Bernardino		175,215	.0910		.0640	125	178	36,433	9,239	29,392	11,088	11,532	32,121	13,823	11,672	6,500
Ontario-Upland		*64,498*	*.0335*		*.0330*	*100*	*102*	*15,610*	*2,968*	*5,002*	*3,654*	*4,019*	*14,562*	*5,978*	*6,385*	*1,674*
▲Ontario		48,112	.0250		.0249	100	100	8,622	2,536	3,887	3,173	3,710	13,119	4,385	4,841	1,098
Redlands		29,993	.0156		.0143	108	117	7,279	1,221	3,099	1,739	2,687	6,214	3,100	1,104	965

1 Garden Grove (inc. 1956) has pop. approx. 50,000 and taxable sales $25 million.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

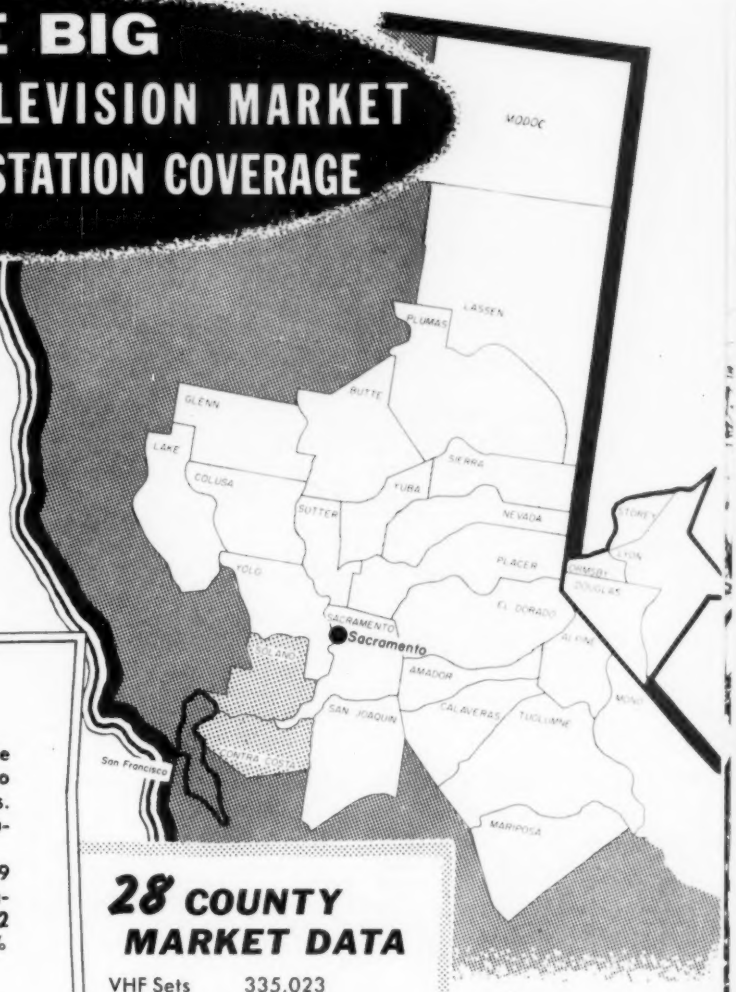
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THE BIG SACRAMENTO TELEVISION MARKET *DEMANDS* BIG STATION COVERAGE

28 COUNTY COVERAGE *

60 - 100% Nighttime Weekly

10 - 40% Nighttime Weekly



Market Dominance

At night, KCRA-TV reaches 14 more counties than the second Sacramento station which reaches only 10 counties. (Nighttime Weekly, 60-100% Circulation)

In the daytime, KCRA-TV reaches 9 more counties than the second Sacramento station which reaches only 2 counties. (Daytime Daily, 50-100% Circulation)

* Nielsen Coverage Survey #2, 1956

28 COUNTY MARKET DATA

VHF Sets	335,023
Population	1,190,900
Families	369,508
Effective Buying Income	$2,249,697,000
Retail Sales	$1,587,573,000



The *Highest Rated* NBC Station in the West

Also ***FIRST*** in Sacramento in

- National Spot Billing
- Local Spot Billing
- Syndicated Film Programs
- Share of Audience
- Women's Program
- Kid's Program

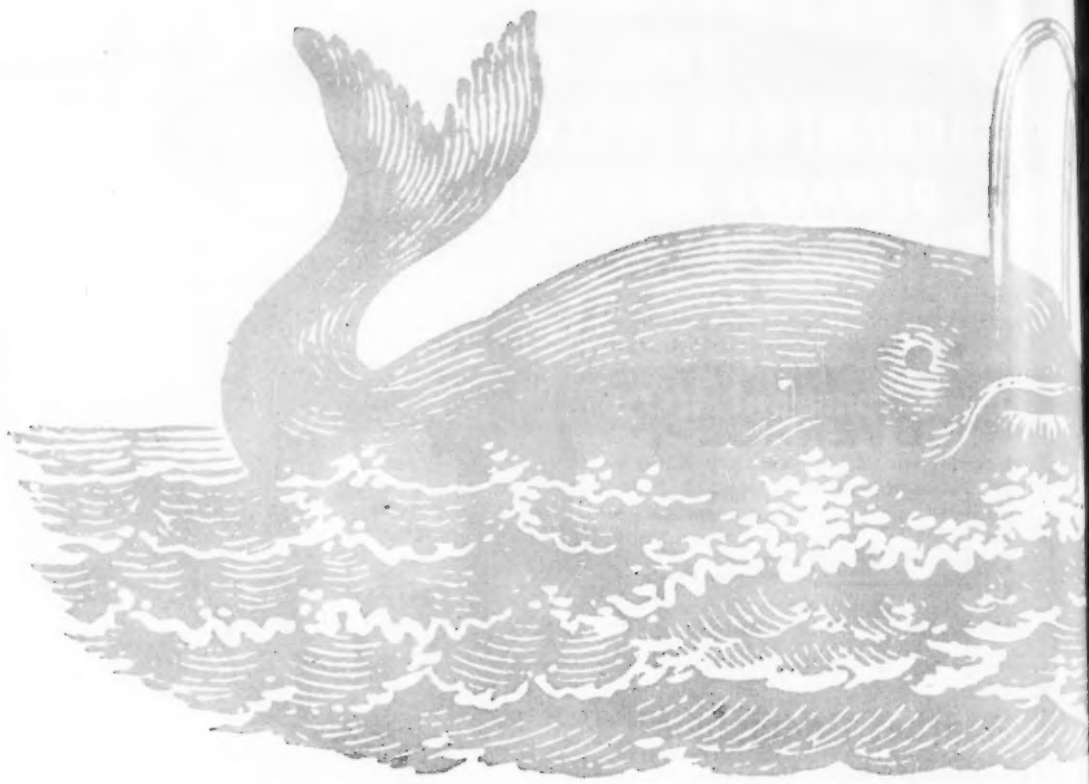
KCRA·TV

Sacramento, California

Represented by Edward Petry & Company

KCRA-TV is the only Low Band VHF Station in California's Great Central Valley

CLEAR 3 CHANNEL



CALIFORNIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Colton		24,165	.0126		.0107	96	116	8,040	1,790	541	844	1,136	2,653	3,134	1,115	490
Barstow		27,045	.0140		.0087	145	233	5,711	3,591	2,075	950	1,909	3,213	5,581	2,184	831
Upland		16,386	.0085		.0081	101	106	6,988	432	1,115	481	309	1,443	1,587	1,544	476
an Diego	129	**1,002,462**	**.5207**	**3,480**	**.5680**	**110**	**100**	**229,630**	**77,933**	**120,680**	**64,627**	**65,649**	**108,836**	**77,128**	**56,509**	**32,481**
▲San Diego		650,603	.3380		.3371	116	116	127,219	53,200	100,229	46,805	44,443	125,657	46,539	29,150	21,060
National City		41,932	.0218		.0188	101	117	12,143	2,451	1,615	1,579	2,851	11,267	2,475	4,307	1,050
Escondido		33,536	.0174		.0093	150	281	5,790	1,513	5,299	1,511	1,704	6,509	1,960	2,638	970
Oceanside		39,177	.0204		.0150	120	163	10,144	3,852	1,792	2,824	4,226	7,466	2,876	1,737	1,036
Chula Vista		37,684	.0196		.0204	100	96	14,222	2,152	1,727	2,721	2,475	4,244	2,677	2,642	866
La Mesa		30,898	.0161		.0144	113	127	8,339	912	1,059	1,227	1,761	11,194	2,277	1,604	933
El Cajon		36,761	.0191		.0145	108	143	10,091	1,197	3,634	1,913	2,795	6,608	2,933	2,848	1,947
Coronado		14,014	.0073		.0138	105	55	4,088	1,702	521	1,517	209	2,257	826	268	830
an Francisco	130	**1,237,354**	**.6428**	**4,299**	**.6534**	**136**	**134**	**261,873**	**171,116**	**195,702**	**121,584**	**82,639**	**174,592**	**52,429**	**24,213**	**35,843**
▲San Francisco		1,237,354	.6428		.6534	136	134	261,873	171,116	195,702	121,584	82,639	174,592	52,429	24,213	35,843

M Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

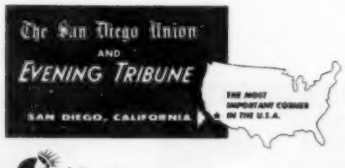
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*Sales Management, "Survey of Buying Power", May 10, 1957.

CALIFORNIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
San Joaquin	145	296,971	.1543	4,261	.1464	107	113	64,882	24,013	29,383	16,716	16,061	54,621	21,893	27,735	9,297
▲Stockton		187,090	.0972		.0687	141	200	36,459	14,335	22,426	15,406	12,463	30,989	12,537	15,599	6,599
Lodi		37,627	.0195		.0134	131	191	7,642	2,555	2,746	1,795	1,778	9,500	2,613	4,049	1,055
Tracy		18,360	.0095		.0077	122	151	4,467	2,190	1,809	649	645	3,143	1,883	1,382	531
San Luis Obispo		82,334	.0427	3,977	.0399	109	116	19,813	6,917	4,078	3,965	4,197	11,593	10,259	10,221	2,174
San Luis Obispo		32,637	.0170		.0141	132	159	7,496	1,901	2,511	2,434	2,895	6,576	2,773	2,210	791
Paso Robles		19,013	.0099		.0067	131	194	3,670	959	891	868	868	3,075	2,224	5,182	484
San Mateo	130	453,280	.2355	3,694	.2872	126	103	130,711	38,182	37,499	23,656	22,894	72,619	37,389	36,514	16,849
San Mateo		104,886	.0545		.0566	149	143	23,983	8,976	21,889	7,904	6,953	4,834	7,135	9,055	3,235
Burlingame		51,317	.0267		.0226	169	199	12,422	2,392	2,832	3,350	1,331	20,793	2,453	558	1,581
Redwood City		79,691	.0414		.0359	135	156	24,901	5,171	5,990	3,508	3,544	15,540	5,966	4,858	3,665
Daly City		42,182	.0219		.0234	123	115	14,006	2,498	519	1,347	929	15,668	2,910	1,521	1,011
San Bruno		26,158	.0136		.0142	118	113	7,588	1,778	1,008	1,530	1,719	5,617	2,837	1,900	755
San Carlos		31,639	.0164		.0161	138	140	9,960	2,157	735	1,634	2,101	2,502	2,262	5,825	967
South San Francisco		21,250	.0110		.0221	102	51	7,275	2,223	1,214	645	1,247	3,514	1,974	350	807
Menlo Park		32,295	.0168		.0209	127	102	9,990	2,986	905	2,282	2,188	1,374	3,315	4,894	2,621
Millbrae		19,935	.0104		.0108	152	146	9,571	1,517	744	1,000	850	204	2,963	1,283	927
Santa Barbara	132	157,868	.0820	4,361	.0773	117	124	36,838	12,413	8,936	12,854	11,562	24,002	13,280	16,830	5,827
▲Santa Barbara		96,944	.0504		.0408	131	162	22,141	7,196	5,693	10,435	8,411	12,813	6,356	9,735	4,080
Santa Maria		30,904	.0161		.0116	138	192	6,944	2,013	1,682	1,898	2,445	7,188	2,481	2,760	725
Santa Clara	131	634,808	.3298	4,210	.3256	112	114	163,144	42,729	61,001	44,912	44,308	98,983	51,636	45,248	21,354
▲San Jose		304,277	.1581		.1096	144	208	68,429	19,559	44,664	25,300	26,578	45,098	20,278	14,904	10,204
Palo Alto		102,791	.0534		.0437	156	191	20,779	6,625	7,138	13,009	6,235	22,184	7,184	6,395	3,323
Gilroy		18,146	.0094		.0061	169	261	4,250	1,096	1,034	795	1,166	4,216	2,210	577	379
Santa Clara		29,412	.0153		.0187	104	85	10,060	2,588	1,143	799	1,728	2,241	4,212	4,325	660
Los Gatos		23,263	.0121		.0070	171	295	7,800	1,185	847	838	917	5,688	1,939	1,434	725
Mountain View		48,457	.0252		.0206	120	147	13,669	2,211	1,876	1,024	3,128	10,002	3,725	6,676	1,543
Sunnyvale		25,644	.0133		.0186	90	65	10,258	1,125	1,527	935	744	4,610	1,723	2,535	932
Santa Cruz		97,249	.0505	3,684	.0483	111	121	25,137	9,501	8,976	5,441	5,099	14,915	7,250	5,291	3,679
Santa Cruz		48,600	.0252		.0186	135	183	11,685	4,283	4,996	3,147	2,961	8,580	3,451	1,725	1,965
Watsonville		31,412	.0163		.0114	143	204	7,873	2,264	3,572	1,625	1,876	6,125	1,688	2,182	1,130
Shasta		78,728	.0409	5,014	.0330	116	144	20,722	6,005	8,118	2,588	3,837	13,771	11,223	4,861	2,063
Redding		55,672	.0289		.0157	204	375	12,142	3,298	6,610	2,201	3,176	12,583	7,976	2,442	1,595
Sierra		1,752	.0009	2,503	.0012	80	60	507	286	290	...	37	207	196	123	49

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



CALIFORNIA'S CONSUMERS BUY NEARLY 10% OF THE NATION'S RETAIL GOODS...

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CALIFORNIA

RETAIL SALES— SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Siskiyou		42,457	.0220	4,377	.0199	115	127	11,187	3,987	3,328	1,267	1,288	8,101	4,452	4,644	1,250
Yreka City		14,997	.0078		.0043	172	312	2,838	779	1,463	453	788	3,691	1,148	1,839	498
Solano	130	132,422	.0688	3,286	.0517	105	89	35,954	12,180	11,080	5,934	10,350	22,927	14,047	6,355	3,784
Vallejo		66,521	.0346		.0337	132	136	15,708	5,778	8,298	3,997	6,943	10,247	5,768	1,800	2,485
Fairfield		16,204	.0084		.0092	107	98	4,947	1,291	962	594	1,174	3,705	1,219	1,102	437
Sonoma		206,945	.1075	4,609	.0878	110	135	44,432	14,419	23,979	6,710	8,310	28,532	15,829	19,175	6,298
Santa Rosa		83,104	.0432		.0270	158	253	13,893	3,730	16,854	3,582	4,642	11,228	4,669	9,379	2,821
Petaluma		44,153	.0229		.0135	169	286	7,427	2,062	1,626	1,450	1,582	5,374	2,112	2,875	1,092
Stanislaus	232	205,817	.1070	4,584	.0896	104	124	43,886	11,577	18,429	12,228	9,929	32,074	15,621	23,918	6,641
△Modesto		121,538	.0631		.0374	180	303	22,619	6,458	13,430	9,296	6,558	22,285	7,712	13,977	4,508
Turlock		28,111	.0146		.0075	183	356	4,761	1,103	1,877	1,616	1,487	4,189	1,747	3,221	730
Sutter		24,823	.0128	2,613	.0168	92	70	7,159	1,907	915	580	496	2,529	1,998	3,741	471
See Marysville-Yuba City																
Yuba City		16,332	.0085		.0076	113	127	4,973	1,471	544	517	496	2,327	1,341	1,502	416
Tehama		26,314	.0137	4,112	.0124	107	118	6,132	2,266	1,868	1,056	670	4,326	3,766	2,539	1,027
Red Bluff		16,104	.0084		.0052	153	247	3,338	1,057	1,485	781	413	3,083	2,507	1,250	487
Trinity		4,337	.0023	1,735	.0033	80	56	1,991	450	438	22	...	47	598	428	26
Tulare		177,271	.0921	4,066	.0620	95	107	42,515	12,145	14,747	8,062	10,979	28,312	12,162	21,114	4,684
Visalia		45,011	.0234		.0143	174	285	8,932	2,247	5,217	2,738	4,299	7,486	2,569	4,152	1,107
Tulare		31,195	.0162		.0103	130	205	5,782	3,125	2,395	1,907	1,586	6,034	2,423	4,223	825
Porterville		31,878	.0166		.0086	172	332	6,550	1,786	3,000	1,636	2,168	6,877	1,186	3,968	1,199
Dinuba		14,601	.0076		.0043	143	253	2,969	743	1,448	768	1,154	3,260	485	955	396
Tuolumne		21,655	.0112	4,164	.0099	114	129	5,445	2,467	2,015	836	874	3,014	2,252	1,760	693
Ventura		172,752	.0897	3,614	.0979	102	93	44,805	13,325	16,087	9,606	9,657	33,063	15,636	12,865	5,474
Ventura		64,779	.0337		.0215	181	283	16,548	4,915	9,073	5,043	3,946	10,955	4,582	2,470	2,552
Oxnard		32,560	.0273		.0207	117	154	12,316	4,099	3,309	2,935	3,303	11,785	4,299	5,929	1,193
Santa Paula		17,447	.0091		.0081	107	120	4,689	762	1,785	620	1,360	4,977	1,164	690	571
Yolo		65,642	.0341	3,884	.0352	107	103	16,065	4,579	3,538	2,625	1,474	15,478	6,470	9,138	2,004
Woodland		30,996	.0161		.0109	154	227	5,663	1,768	1,983	2,320	877	6,632	2,622	4,961	1,179
Yuba		60,060	.0312	6,087	.0224	117	163	10,846	4,551	8,165	4,519	4,263	11,912	5,110	7,738	1,750
Marysville-Yuba City		*70,482*	*.0366*		*.0211*	*173*	*300*	*13,515*	*5,983*	*5,934*	*4,952*	*4,759*	*14,180*	*5,325*	*3,980*	*2,018*
Marysville		54,130	.0281		.0135	245	511	8,572	3,812	5,390	4,435	4,263	11,853	3,984	7,418	1,602
Total Above Cities		15,592,630	8.1000		6.9157	131	153	3,511,990	1,213,320	2,045,420	1,091,491	1,053,265	2,829,101	1,092,099	854,017	516,180
State Total		18,722,937	9.7259	4,100	9.5020	116	119	4,495,289	1,517,184	2,214,934	1,178,282	1,186,295	3,201,156	1,457,600	1,159,112	611,387

METRO. AREAS		RETAIL SALES— SM ESTIMATES, 1956														
△Bakersfield	176	343,932	.1787	4,305	.1716	108	112	81,652	26,731	41,732	15,344	18,590	55,446	33,991	31,492	10,221
Fresno	53	438,658	.2278	4,418	.2027	105	118	110,338	30,735	40,110	27,635	32,970	59,415	32,673	38,998	15,289
Los Angeles-Long Beach	83	8,485,175	4.4078	4,201	4.1907	121	127	1,997,454	649,266	1,089,490	554,672	560,929	1,553,792	635,754	445,355	287,483
△Modesto	232	205,817	.1070	4,584	.0896	104	124	43,886	11,577	18,429	12,228	9,929	32,074	15,621	23,918	6,641

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Before using these figures, read foreword, page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.



Where Advertisers and Agencies Meet and Agree

10:42 A.M. Wednesday, May 8, 1957... plans room of national advertiser and his agency.

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The Survey of Buying Power

CALIFORNIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

METRO. AREAS (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Sacramento	121	886,330	.3046	4,574	.2904	120	126	154,410	45,734	70,583	31,795	50,572	84,556	41,276	43,039	18,340
San Bernardine-Riverside-Ontario	128	783,956	.4073	3,554	.3941	97	101	183,733	61,580	74,678	38,101	43,271	127,102	89,242	61,624	24,410
San Diego	129	1,602,462	.5297	3,480	.5680	110	100	229,630	77,933	120,680	64,627	65,649	186,838	77,128	86,589	32,461
San Francisco-Oakland	130	3,536,965	1.8374	3,995	1.9589	124	116	680,673	353,728	455,192	259,107	231,427	554,764	233,363	148,033	115,418
San Jose	131	634,808	.3298	4,210	.3256	112	114	163,144	42,729	61,001	44,912	44,306	98,983	51,636	45,248	21,384
Santa Barbara	132	157,866	.0820	4,361	.0773	117	124	36,838	12,413	8,938	12,854	11,562	24,002	13,280	16,830	5,827
Stockton	145	296,971	.1543	4,261	.1464	107	113	64,882	24,013	29,383	18,716	16,061	54,621	21,893	27,735	9,297
Total Above Areas		16,472,940	8.5574	4,095	8.4183	118	120	3,946,640	1,336,439	2,010,216	1,079,991	1,085,268	2,831,591	1,245,857	938,777	548,741

COLORADO — (Other Mountain States: Arizona, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.)

Map, page 266

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alamosa	Alamosa	5.8	110	11	16	16	5	6	8	14	13	4
Aurora	Adams	35.8	164	18	21	13	15	11	8	28	15	11
Boulder	Boulder	28.1	313	36	51	16	31	17	26	36	25	9
Colorado Springs	El Paso	63.7	848	114	138	41	82	58	66	94	54	39
Denver	Denver	510.2	4,464	776	802	368	277	329	259	495	186	229
Durango	La Plata	10.3	153	14	24	19	11	10	16	15	13	7
Englewood	Arapahoe	27.5	264	37	31	22	17	24	28	36	16	6
Fort Collins	Larimer	17.3	235	31	37	10	16	19	16	36	23	6
Fort Morgan	Morgan	8.9	118	13	20	5	12	12	10	8	15	4
Grand Junction	Mesa	19.7	301	43	32	25	23	23	32	37	26	10
Greeley	Weld	23.2	336	51	44	18	37	26	30	35	31	11
La Junta	Otero	8.3	140	20	27	12	17	12	7	13	7	5
Lamar	Prowers	8.7	117	9	25	6	8	4	12	14	16	4
Longmont	Boulder	12.0	208	26	18	19	17	22	21	23	21	5
Loveland	Larimer	8.4	163	21	27	14	8	11	17	20	15	6
Pueblo	Pueblo	95.1	833	179	181	52	55	44	49	93	34	28
Sterling	Logan	11.0	172	22	27	11	11	13	19	18	14	5
Trinidad	Las Animas	12.7	219	39	50	18	17	9	18	22	10	5

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Adams	39	73.5	.0435	19.3	41.9	106,798	.0377	1,453	5,534	25.0	4,280	30.1	10.2	27.9	21.3	31.1	36.5	7.3	13.5	3.6	18.5
Aurora		35.8	.0212	10.5		46,786	.0165	1,307	4,456	10.5	4,469	25.4	8.2	27.8	20.3	35.1	39.5	8.2	14.6	3.5	17.4
Alamosa		10.8	.0063	2.8	5.8	15,030	.0053	1,418	5,368	3.2	4,630	29.1	9.1	29.3	20.7	29.2	31.7	7.1	12.1	5.3	26.4
Alamosa		5.8	.0034	1.6		9,417	.0033	1,624	5,886	1.9	4,862	27.1	8.0	28.1	18.8	31.3	32.4	7.6	12.5	5.9	28.3
Arapahoe	39	81.7	.0484	24.6	56.7	120,084	.0423	1,470	4,881	24.7	4,857	22.4	6.7	24.9	16.7	30.1	40.4	9.0	14.8	4.6	21.4
Englewood		27.5	.0163	8.6		43,465	.0153	1,581	5,054	8.7	5,002	20.0	5.8	23.3	15.2	42.2	42.4	9.9	15.7	4.6	20.9
Archuleta		2.5	.0015	.6		2,074	.0007	830	3,457	.6	3,411	49.7	21.0	29.1	27.8	11.8	17.5	8.4	14.9	3.0	18.8
Baca		8.7	.0051	2.6		14,582	.0051	1,676	5,608	2.7	5,326	36.0	9.8	25.4	15.5	21.1	20.0	8.1	12.1	9.4	42.6
Bent		8.8	.0052	2.2	3.3	9,410	.0034	1,069	4,277	2.4	3,872	32.6	12.2	37.8	31.9	21.5	27.9	4.9	9.9	3.2	18.1
Boulder		55.4	.0328	16.7	43.9	85,748	.0302	1,548	5,135	23.2	3,691	45.6	17.9	23.6	20.8	22.0	30.0	5.3	11.4	3.3	19.9
Boulder		28.1	.0166	8.0		49,749	.0175	1,770	6,219	13.9	3,587	49.7	20.0	21.8	19.9	19.9	27.9	5.2	11.5	3.4	20.7
Longmont		12.0	.0071	3.7		18,421	.0065	1,535	4,979	4.3	4,259	34.9	11.8	26.4	20.3	27.8	32.8	6.6	12.2	4.3	22.9
Chaffee		6.7	.0040	2.2	4.3	9,012	.0032	1,345	4,096	2.2	4,036	37.3	13.3	27.9	22.7	24.2	30.1	6.9	13.5	3.7	20.4
Cheyenne		3.4	.0020	1.1		5,164	.0018	1,519	4,695	1.2	4,444	34.0	11.1	31.3	22.9	22.0	24.9	7.3	13.1	5.4	28.0
Clear Creek		3.8	.0023	1.2		5,328	.0018	1,402	4,440	1.3	3,967	33.7	12.3	25.8	21.1	30.3	38.4	7.7	15.5	2.5	12.7
Conejos		10.4	.0061	2.4		9,582	.0034	921	3,993	2.7	3,586	48.0	19.3	28.5	26.0	15.5	21.7	4.2	9.2	3.8	23.8
Costilla		5.9	.0035	1.2		3,451	.0012	585	2,876	1.4	2,519	62.2	35.7	23.8	30.9	10.4	20.8	3.1	9.6	.5	3.0
Crawley		5.4	.0032	1.4		5,593	.0020	1,036	3,995	1.5	3,682	44.4	17.4	31.0	27.4	17.1	23.4	3.6	7.7	3.9	24.1
Custer		1.5	.0009	.5		1,706	.0006	1,137	3,412	.5	3,503	45.6	18.8	31.0	28.9	16.8	24.2	3.3	7.4	3.3	20.7
Delta		18.2	.0108	5.6	4.3	18,884	.0067	1,038	3,372	5.6	3,364	45.6	19.6	30.5	29.5	17.1	25.6	4.4	10.4	2.4	14.9
Denver	39	510.2	.3022	167.4	510.2	994,958	.3506	1,950	5,944	197.8	5,031	28.8	8.3	23.6	15.3	31.2	31.2	10.0	15.8	6.4	29.4
▲Denver		510.2	.3022	167.4		994,958	.3506	1,950	5,944	197.8	5,031	28.8	8.3	23.6	15.3	31.2	31.2	10.0	15.8	6.4	29.4
Dolores		2.1	.0013	.6		2,956	.0010	1,409	4,930	.6	5,100	22.8	6.5	32.9*	21.0	29.5	29.1	8.1	12.6	6.7	30.8
Douglas		3.5	.0021	1.1		4,103	.0014	1,172	3,730	1.1	3,835	27.1	10.2	37.4	31.9	28.4	37.2	5.1	10.6	2.0	10.1
Eagle		4.4	.0026	1.2		5,938	.0021	1,350	4,948	1.4	4,126	28.9	10.1	35.0	27.8	28.8	35.0	3.5	6.8	3.8	20.3
Elbert		4.3	.0025	1.1		4,467	.0016	1,039	4,061	1.2	3,786	39.8	15.2	32.7	28.2	19.6	26.0	4.2	8.7	3.7	21.9
El Paso	193	113.3	.0671	37.1	82.0	179,797	.0634	1,587	4,846	44.5	4,042	38.7	13.8	26.3	21.3	25.1	31.2	5.9	11.5	4.0	22.2
△Colorado Springs		63.7	.0377	22.6		104,713	.0369	1,644	4,633	25.2	4,154	36.6	12.7	26.5	20.8	26.5	32.0	6.3	12.1	4.1	22.4
Fremont		16.5	.0110	5.4	9.3	19,198	.0067	1,038	3,555	5.4	3,538	43.7	17.8	28.6	26.5	20.6	29.2	4.4	9.9	2.7	16.6
Garfield		12.4	.0073	3.8		18,599	.0066	1,500	4,894	4.1	4,580	31.0	9.8	29.1	20.7	27.0	29.6	7.6	13.2	5.3	26.7
Gilpin		.8	.0005	.2		1,007	.0003	1,259	5,035	.3	3,269	42.5	18.8	29.3	29.2	25.0	38.4	1.6	4.0	1.6	9.6
Grand		3.5	.0021	1.1		5,170	.0019	1,477	4,700	1.2	4,156	32.3	11.2	26.1	20.6	29.7	35.9	8.9	17.0	3.0	15.3
Gunnison		5.9	.0035	1.7	3.0	9,082	.0032	1,539	5,342	2.2	4,117	38.6	13.6	25.4	20.1	26.0	31.7	5.4	10.5	4.4	24.1
Hinsdale		.2	.0001	.1		205		1,025	2,050	.1	2,500	52.4	30.2	30.6	47.8	11.0	22.0				

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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IN NORTHERN CALIFORNIA IT'S THE EXAMINER

First in circulation and first in advertising



The Bandstand in San Francisco's Golden Gate Park

THE SAN FRANCISCO EXAMINER

Represented by Hearst Advertising Service, Inc., Offices in all principal cities

COLORADO

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Huerfano		9.9	.0059	2.9	5.4	9,589	.0034	969	3,307	2.9	3,290	44.0	19.3	33.2	32.9	17.0	26.1	3.7	8.8	2.1	12.9
Jackson		1.9	.0011	.7		3,604	.0013	1,897	5,149	.8	4,723	27.4	8.4	35.2	24.3	25.2	26.8	6.0	10.1	6.2	30.4
Jefferson	39	91.0	.0539	27.7	51.4	136,337	.0480	1,498	4,922	27.7	4,926	24.2	7.1	23.6	15.5	37.3	38.1	9.9	16.0	5.0	23.3
Kiowa		3.0	.0018	.9		5,603	.0020	1,868	6,226	1.0	5,806	30.2	7.5	27.6	15.6	23.7	20.5	7.6	10.3	10.9	46.1
Kit Carson		9.7	.0057	2.9		14,645	.0052	1,510	5,050	2.9	5,092	34.3	9.7	26.5	17.0	23.7	23.4	7.3	11.4	8.2	38.5
Lake		5.7	.0034	1.8	3.8	9,304	.0032	1,662	5,169	1.9	4,931	20.8	6.1	19.3	12.8	45.7	46.6	10.2	16.3	4.0	18.2
La Plata		16.6	.0098	4.6	10.3	18,239	.0065	1,099	3,965	5.0	3,667	38.8	15.3	29.5	28.2	24.3	33.4	4.8	10.3	2.6	14.8
Durango		10.3	.0061	3.2		13,040	.0046	1,266	4,075	3.3	3,923	34.7	12.8	28.2	23.5	28.5	36.5	5.7	11.6	2.9	15.6
Larimer		49.2	.0292	15.4	25.7	71,356	.0251	1,450	4,634	17.7	4,024	38.0	13.6	27.2	22.0	25.0	31.3	6.0	11.9	3.8	21.2
Fort Collins		17.3	.0102	5.3		27,849	.0098	1,610	5,255	7.3	3,836	42.8	16.1	24.5	20.9	23.4	30.7	5.8	11.9	3.5	20.4
Loveland		8.4	.0050	2.9		13,174	.0046	1,568	4,543	3.1	4,312	31.4	10.5	28.7	21.7	28.8	33.6	7.0	12.8	4.1	21.4
Las Animas		28.4	.0168	7.9	12.7	29,325	.0103	1,033	3,712	8.3	3,532	43.0	17.6	27.7	25.6	22.4	31.9	4.3	9.7	2.6	15.2
Trinidad		12.7	.0075	3.7		14,519	.0051	1,143	3,924	4.1	3,542	42.2	17.2	28.6	26.4	21.8	30.9	5.0	11.2	2.4	14.3
Lincoln		6.1	.0036	1.9		9,151	.0033	1,500	4,816	2.0	4,690	34.1	10.5	26.6	18.5	24.6	26.4	8.6	14.5	6.1	30.1
Logan		19.0	.0113	5.5	11.0	27,175	.0095	1,430	4,941	5.8	4,697	29.2	9.0	27.8	19.4	29.7	31.7	7.8	13.2	5.5	26.7
Sterling		11.0	.0065	3.2		18,896	.0067	1,718	5,905	4.0	4,730	28.5	8.7	27.5	18.9	30.6	32.6	7.9	13.3	5.5	26.5
Mesa		47.8	.0283	14.6	19.7	62,158	.0219	1,300	4,257	15.2	4,096	33.4	11.8	29.0	23.1	27.7	34.0	6.4	12.4	3.5	18.7
Grand Junction		19.7	.0117	6.1		31,212	.0110	1,584	5,117	7.0	4,447	30.3	9.8	26.5	19.6	31.0	35.0	7.9	14.0	4.3	21.6
Mineral		.7	.0004	.2		1,136	.0004	1,623	5,680	.3	4,178	24.3	8.4	41.5	32.5	24.3	29.2	6.6	12.6	3.3	17.3
Moffat		6.1	.0036	1.8	3.2	9,511	.0034	1,559	5,284	2.0	4,751	28.9	8.8	22.6	15.4	34.7	36.7	8.8	14.8	5.0	24.3
Montezuma		10.2	.0061	3.0	2.7	12,893	.0045	1,264	4,298	3.0	4,309	40.6	13.6	26.7	20.2	21.4	25.0	5.6	10.3	5.7	30.9
Montrose		15.8	.0093	4.6	5.1	17,750	.0063	1,123	3,859	4.9	3,610	39.0	15.6	33.0	29.8	21.4	29.8	3.9	8.5	2.7	16.3
Morgan		19.5	.0116	5.6	6.9	25,221	.0089	1,293	4,504	5.7	4,456	33.4	10.8	28.7	21.0	25.4	28.6	7.4	13.2	5.1	26.4
Fort Morgan		6.9	.0041	2.1		12,000	.0042	1,739	5,714	2.5	4,708	30.8	9.5	27.4	18.9	28.0	29.9	8.1	13.6	5.7	28.1
Otero		27.1	.0160	8.0	13.0	32,630	.0115	1,204	4,079	8.0	4,104	32.8	11.5	30.2	24.0	26.4	32.4	7.2	13.9	3.4	18.2
La Junta		8.3	.0049	2.6		12,456	.0044	1,501	4,791	2.8	4,452	29.8	9.7	22.6	16.5	34.2	38.7	9.8	17.5	3.6	17.6
Ouray		1.6	.0010	.6		2,449	.0008	1,531	4,082	.6	3,857	38.9	13.8	26.6	22.5	29.4	38.4	4.1	8.4	3.0	16.9
Park		1.6	.0009	.5		2,693	.0010	1,683	5,386	.6	4,248	34.4	11.7	27.6	21.2	27.1	32.1	6.6	12.4	4.3	22.6
Phillips		5.0	.0030	1.3		7,371	.0026	1,474	5,670	1.3	5,597	29.8	7.7	31.6	18.5	20.7	18.5	7.7	11.0	10.2	44.3
Pitkin		1.6	.0009	.5		2,592	.0009	1,620	5,184	.6	4,460	31.2	10.1	29.3	21.4	28.1	31.6	6.4	11.3	5.0	25.6
Prowers		17.8	.0106	5.2	8.7	22,588	.0080	1,269	4,344	5.2	4,380	36.2	11.9	30.8	22.9	21.2	24.4	6.2	11.3	5.6	29.5
Lamar		8.7	.0052	2.4		12,708	.0045	1,461	5,295	2.8	4,543	35.0	11.1	30.3	21.8	22.1	24.4	6.5	11.4	6.1	31.3
Pueblo	113	107.4	.0638	30.5	97.3	144,385	.0508	1,344	4,734	31.5	4,585	25.3	8.0	26.6	18.9	35.5	38.9	8.7	15.1	3.9	19.1
▲Pueblo		95.1	.0563	28.0		129,167	.0455	1,358	4,613	28.0	4,612	25.0	7.8	26.4	18.8	35.7	38.9	8.9	15.2	4.0	19.3
Rio Blanco		6.7	.0040	1.9		12,258	.0044	1,830	6,452	2.3	5,360	22.0	5.9	26.7	17.4	33.1	31.1	8.8	13.1	7.4	32.5
Rio Grande		13.4	.0079	3.2	3.5	13,895	.0049	1,037	4,342	3.2	4,317	35.6	11.9	31.1	23.5	20.7	24.1	7.6	14.0	5.0	26.5
Routt		8.7	.0052	2.6		11,789	.0041	1,355	4,534	2.8	4,183	32.1	11.1	28.2	22.0	29.7	35.7	6.4	12.0	3.6	19.2
Saguache		5.5	.0032	1.4		6,284	.0022	1,143	4,489	1.6	4,026	41.6	14.9	29.1	23.6	19.4	24.2	5.1	10.1	4.8	27.2
San Juan		1.5	.0009	.4		2,055	.0007	1,370	5,138	.5	4,438	21.8	7.1	28.8	21.1	39.5	44.8	6.9	12.4	3.0	14.6
San Miguel		2.5	.0015	.7		3,477	.0013	1,391	4,967	.9	4,086	31.0	11.0	28.5	22.7	31.6	38.9	5.8	11.2	3.1	16.2
Sedgwick		5.2	.0031	1.5		8,307	.0029	1,598	5,538	1.6	5,062	29.0	8.3	31.7	20.3	22.5	22.4	9.5	14.9	7.3	34.1
Summit		1.2	.0007	.4		1,581	.0006	1,318	3,953	.5	3,430	36.4	15.4	27.4	26.0	30.6	44.8	5.2	12.0	.4	1.8
Teller		1.9	.0011	.6		2,376	.0008	1,251	3,960	.7	3,241	43.4	19.4	32.9	33.1	18.3	28.4	3.8	9.3	1.8	9.8
Washington		8.1	.0048	2.4		10,682	.0038	1,319	4,451	2.4	4,462	36.8	11.9	29.3	21.4	20.5	23.1	7.6	13.6	5.8	30.0
Weld		73.1	.0433	21.0	23.2	95,319	.0335	1,304	4,539	22.2	4,297	34.6	11.6	28.5	21.7	25.4	29.7	6.9	12.7	4.6	24.3
Greeley		23.2	.0137	7.4		35,757	.0126	1,541	4,832	8.5	4,192	37.3	12.8	26.8	21.0	25.1	30.1	6.3	11.9	4.5	24.2
Yuma		10.8	.0064	3.3		16,822	.0060	1,558	5,098	3.4	4,956	30.1	8.8	28.2	18.5	26.9	27.3	7.9	12.6	6.9	32.8
Total Above Cities		904.7	.5357	289.3		1,588,287	.5596	1,756	5,490	335.7	4,731	30.5	9.3	24.6	17.0	30.6	32.5	8.9	14.9	5.4	26.3
State Total		1,616.9	.9578	493.2	1,068.3	2,520,458	.8882	1,559	5,110	554.8	4,543	32.0	10.2	25.9	18.6	29.1	32.2	8.0	11.0	5.0	25.0

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Colorado Springs	193	113.3	.0671	37.1	82.0	179,797	.0634	1,587	4,846
Denver	39	756.4	.4480	239.0	660.2	1,358,157	.4786	1,796	5,683

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Pueblo	113	107.4	.0638	30.5	97.3	144,385	.0508	1,344	4,734
Total Above Areas		977.1	.5787	306.6	839.5	1,682,339	.5928	1,722	5,487

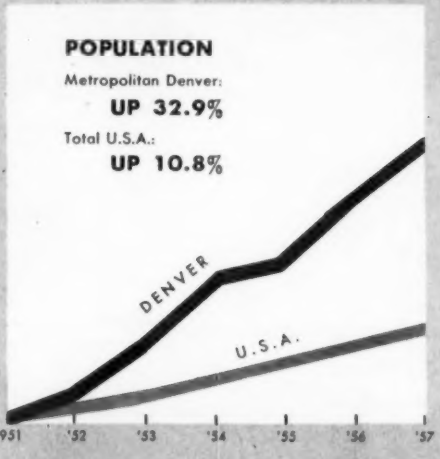
△ SM, 1957.

Before using these figures, read foreword, page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

Denver . . .

fourth fastest growing city in the nation!

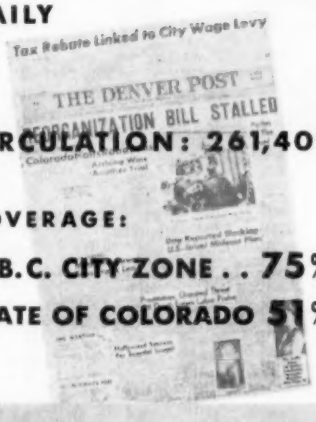




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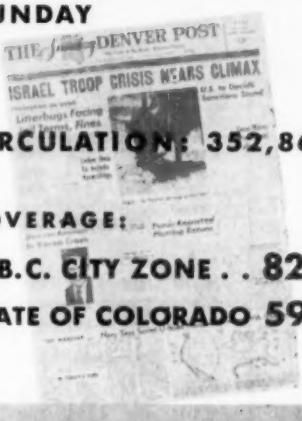
CIRCULATION: 261,401

COVERAGE:

A.B.C. CITY ZONE . . 75%

STATE OF COLORADO 51%

SUNDAY



CIRCULATION: 352,861

COVERAGE:

A.B.C. CITY ZONE . . 82%

STATE OF COLORADO 59%

SOURCES

Population: Survey of Buying Power
Retail Sales: Survey of Buying Power
Circulation: A.B.C. Publishers Statements September 30, 1956

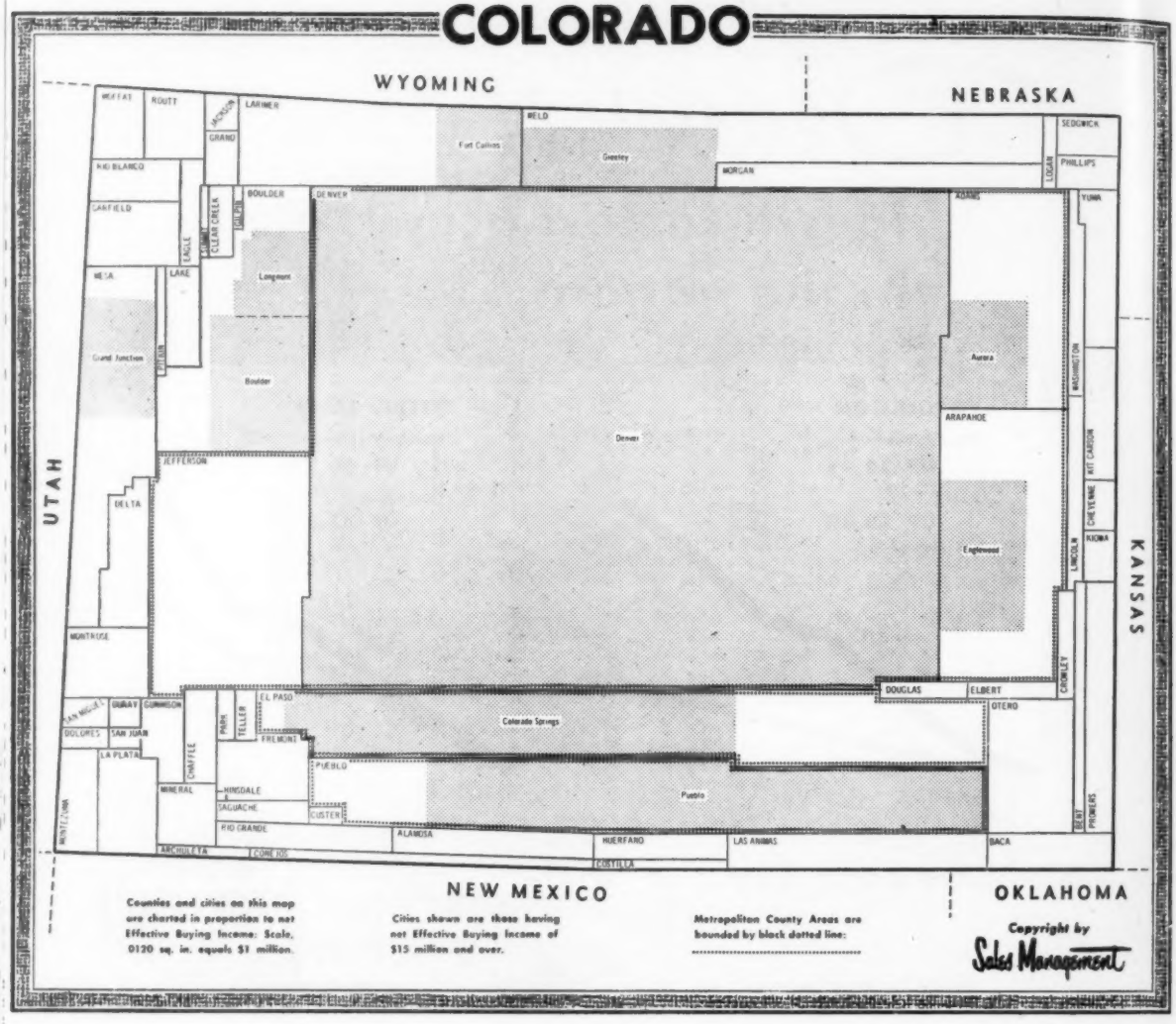


THE DENVER POST

PALMER HOYT, EDITOR AND PUBLISHER

Represented Nationally by Maloney, Regan & Schmitt, Inc.

COLORADO



Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, 0120 sq. in. equals $1 million.

Cities shown are those having net Effective Buying Income of $15 million and over.

Metropolitan County Areas are bounded by black dotted line: ----------

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COLORADO — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams	39	57,798	.0301	2,995	.0386	84	69	11,870	4,952	2,112	2,230	2,011	9,299	9,933	7,494	3,648
Aurora		39,129	.0203		.0186	88	96	11,414	2,447	5,262	1,939	1,548	4,602	4,618	3,028	2,227
Alamosa		11,812	.0061	4,219	.0057	90	97	2,561	692	2,311	245	412	2,343	1,135	1,182	404
Alamosa		11,739	.0061		.0042	124	179	2,511	669	2,311	245	412	2,343	1,135	1,182	404
Arapahoe	39	98,227	.0510	3,993	.0481	95	105	29,733	5,101	9,856	2,136	6,249	21,266	7,731	7,507	3,837
Englewood		55,084	.0286		.0195	120	175	15,479	1,763	4,374	1,349	4,666	18,391	2,658	2,597	1,801
Archuleta		3,077	.0016	5,128	.0012	80	107	467	201	548	37	...	631	410	233	251
Baca		4,546	.0024	1,748	.0043	84	47	779	155	251	88	133	851	749	896	204
Bent		4,393	.0023	1,997	.0034	85	44	1,075	248	233	87	178	1,346	414	501	125
Boulder		68,264	.0354	4,088	.0323	98	108	15,152	4,182	3,679	4,533	4,088	12,617	6,075	8,206	2,778
Boulder		41,955	.0218		.0186	112	131	9,401	2,489	2,184	3,533	2,539	7,997	3,490	3,878	1,632
Longmont		18,731	.0097		.0076	107	137	3,807	669	1,305	971	1,421	3,659	1,257	3,077	867
Chaffee		9,971	.0052	4,532	.0039	98	130	2,168	926	513	290	469	2,378	1,161	1,115	256
Cheyenne		2,133	.0011	1,939	.0017	85	55	517	249	64	...	71	297	340	294	139
Clear Creek		4,948	.0026	4,123	.0021	91	113	721	1,361	320	29	172	1,113	651	226	171
Conejos		4,154	.0021	1,731	.0036	58	34	726	299	662	...	...	959	750	320	210
Costilla		1,684	.0009	1,403	.0015	43	26	159	45	634	25	...	...	269	324	83
Crowley		2,695	.0014	1,925	.0021	66	44	479	76	159	29	...	1,123	30	480	113
Custer		585	.0003	1,170	.0006	67	33	231	64	38	16	...	...	...	32	158
Delta		15,052	.0078	2,688	.0078	72	72	3,868	614	1,326	718	437	2,621	1,039	2,204	582

▲ SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.



in the Rocky Mountain West...

It pays to "go outside" to get inside!

Denver accounts for 80-90% of all wholesale transactions in this region...BUT, THE MAJORITY OF RETAIL SALES ARE MADE OUTSIDE THE 4-COUNTY DENVER RETAIL AREA

Although the old West is changing everyday, there's still a lot of "sameness" in buying habits...people are still trading with the local merchant. Figures prove it. Over 60% of all retail sales, in every category, are made "at home"... outside the 4-county Denver area.

	4-county Denver Area	Outside Denver Area
Total Retail Sales	$1,042,393,000 (38.3%)*	$1,676,134,000 (61.7%)*
Total Retail Food Sales	$ 226,900,000 (39.2%)*	$ 351,759,000 (60.8%)*
Total Automotive Sales	$ 207,536,000 (38.0%)*	$ 338,821,000 (62.0%)*
Total Families	239,000 (35.3%)*	437,500 (64.7%)*

How do you get to these consumers?...through the local daily newspaper...the papers which carried 18,154,798 lines of grocery store advertising in 1956, as against 3,256,061 for the "big city" pair. That means 6-times heavier backing for grocery store product advertisers.

So to get on the "inside" with those big spenders on the outside... to get more merchandising for your products where more of the sales are made...get the home-town sell of the local daily.

**Sales Management Survey of Buying Power—May 10, 1957*

COMPLETE MARKET FACTS AVAILABLE...WRITE TODAY!

MOUNTAIN NEWSPAPER RESEARCH INSTITUTE 1312 CHEROKEE—DENVER, COLORADO

Colorado
Alamosa Courier
Boulder Camera
Canon City Record
Colorado Springs Free Press
Durango Herald-News
Fort Collins Coloradoan
Fort Morgan Times
Greeley Tribune
LaJunta Tribune-Democrat
Lamar News
Leadville Herald-Democrat
Longmont Times-Call
Loveland Reporter-Herald
Montrose Press
Pueblo Star-Journal & Chieftain
Rocky Ford Gazette
Sterling Journal-Advocate
Trinidad Chronicle-News
Walsenburg World-Independent

Nebraska
Scottsbluff Star-Herald

New Mexico
Raton Range
Santa Fe New Mexican

KOA TV 4 OPENS THE DOOR TO denver

*the Nation's 4th fastest growing Metropolitan Market**

From its giant new tower atop famous 7,300-foot Lookout Mountain *(400 feet higher than that of any other Denver television station)*, KOA-TV covers a ¼-million TV-home area comprising 42 Colorado, Nebraska and Wyoming counties... *five more than Station B... eight more than Station C... 19 more than Station D.*

—1956 Nielsen Coverage Service.



represented by NBC SPOT SALES

KOA-TV SELLS A MARKET OF 1⅓ MILLION PEOPLE WITH OVER 2¼ BILLIONS TO SPEND

Population 1,360,800
Families 417,300
Buying Income . . . $2,316,727,000
1957 Survey of Buying Power

* METROPOLITAN DENVER

	1950	1956	% Inc.
Population	563,832	770,000	37%
Retail Sales (000's)	$591,343	$887,438	50%
Bank Clearings (000's)	$5,972,010	$9,429,552	58%
Employment	120,141	186,500	55%

COLORADO

	1950	1956	% Inc.
Oil Prod. (bbls.)	23 million	58 million	152%
Gas Prod. (cu. ft.)	15 billion	120 billion	700%
Mining (000's)	$47,549	$228,220	380%
Tourist Trade (000's)	$105,282	$208,638	98%

COLORADO

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Denver	39	794,597	.4128	4,747	.3596	119	137	153,234	56,227	156,697	48,074	46,591	156,340	41,911	38,274	40,670
1▲Denver		794,597	.4128		.3596	119	137	153,264	56,207	156,697	46,074	46,591	156,340	41,911	38,274	40,670
Dolores		1,380	.0007	2,300	.0010	77	54	132	207	...	...	...	249	196	257	282
Douglas		3,866	.0020	3,515	.0017	81	95	599	547	130	32	62	1,486	600	272	65
Eagle		3,047	.0016	2,539	.0020	77	62	868	235	136	55	70	391	317	232	194
Elbert		1,644	.0009	1,495	.0016	64	36	556	74	90	...	...	297	143	352	43
El Paso	193	172,443	.0896	4,648	.0720	107	134	33,022	13,032	14,000	11,937	10,561	28,510	14,681	20,230	7,065
△Colorado Springs		156,239	.0812		.0504	134	215	29,583	10,711	13,485	11,795	10,047	27,722	11,328	18,660	6,212
Fremont		18,651	.0386	3,084	.0081	74	78	3,664	1,184	1,053	821	812	3,149	2,442	1,324	605
Garfield		15,233	.0079	4,009	.0072	99	108	2,852	1,523	1,126	539	306	3,622	1,395	2,081	727
Gilpin		1,018	.0005	5,090	.0004	80	100	133	391	...	...	18	...	160	70	64
Grand		6,234	.0033	5,667	.0023	110	157	993	1,091	433	89	95	965	795	839	470
Gunnison		6,369	.0033	3,746	.0033	94	94	1,432	586	315	312	348	886	1,201	817	172
Hinsdale		100	.....	1,000	.....	...	...	...	84	...	...	...	...	...	...	...
Huerfano		6,549	.0034	2,258	.0039	66	58	1,812	709	496	119	101	1,267	1,055	320	306
Jackson		1,605	.0009	2,293	.0012	109	82	215	202	139	...	...	458	205	118	196
Jefferson	39	91,771	.0477	3,313	.0491	91	88	32,033	6,385	3,048	1,007	3,234	20,631	7,667	7,142	4,304
Kiowa		2,750	.0014	3,056	.0017	94	78	787	167	191	34	...	173	687	417	89
Kit Carson		7,519	.0039	2,593	.0049	86	68	1,222	437	394	141	47	1,199	649	1,664	341
Lake		8,886	.0046	4,937	.0037	109	135	2,206	884	2,201	55	128	1,292	885	287	345
La Plata		24,508	.0127	5,328	.0090	92	130	5,292	1,300	2,067	883	1,201	5,550	2,333	2,900	759
Durango		21,838	.0113		.0069	113	185	4,477	1,081	1,775	648	1,063	5,550	1,924	2,446	704
Larimer		51,185	.0266	3,324	.0264	90	91	10,974	3,356	4,038	2,326	2,691	10,693	3,987	6,330	1,965
Fort Collins		29,171	.0152		.0115	113	149	6,531	1,351	2,827	1,275	1,722	7,132	1,903	3,413	906
Loveland		13,310	.0069		.0054	108	138	2,620	605	859	569	694	3,114	944	2,215	653
Las Animas		17,302	.0090	2,190	.0112	67	54	3,613	1,476	3,132	727	527	3,164	1,716	1,047	563
Trinidad		14,927	.0078		.0064	85	104	3,249	1,200	2,285	727	502	3,164	1,130	1,002	512
Lincoln		6,613	.0034	3,481	.0034	94	94	748	484	130	203	22	1,006	1,232	908	279
Logan		26,093	.0136	4,744	.0111	98	120	4,478	1,393	2,337	950	1,678	5,453	3,033	2,656	695
Sterling		23,431	.0122		.0083	128	188	4,188	1,185	2,107	950	1,678	5,076	2,133	2,243	600

1 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly signifcant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using t.ese figures, read foreword, page 11.

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COLORADO

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Mesa		73,831	.0384	5,057	.0281	99	136	15,300	3,629	6,420	3,154	4,431	16,001	4,738	10,801	2,343
Grand Junction		65,759	.0342		.0181	155	292	11,418	3,247	6,217	3,080	4,299	15,523	3,763	9,589	2,100
Mineral		414	.0002	2,070	.0004	100	50	79	55	87	...	...	...	128	65	...
Moffat		9,451	.0049	5,251	.0038	106	136	1,998	1,069	528	280	163	1,221	981	1,237	312
Montezuma		16,013	.0083	5,338	.0060	98	136	3,111	1,133	1,911	291	400	5,181	1,508	1,485	607
Montrose		17,189	.0089	3,737	.0077	83	96	3,757	969	1,686	563	992	2,637	2,068	2,144	802
Morgan		26,120	.0136	4,664	.0108	93	117	5,293	1,773	1,446	1,017	1,393	5,195	2,148	5,343	989
Fort Morgan		16,038	.0083		.0054	132	202	3,257	1,003	840	646	1,094	3,579	1,029	3,161	529
Otero		24,128	.0125	3,016	.0127	79	78	6,631	1,643	2,552	1,300	1,414	4,187	1,921	2,651	864
La Junta		11,765	.0061		.0050	102	124	2,669	725	1,580	772	1,043	2,501	684	765	477
Ouray		1,578	.0008	2,630	.0009	90	80	402	126	205	...	...	...	267	149	243
Park		1,695	.0009	3,390	.0009	100	100	317	343	347	...	...	225	340	...	75
Phillips		6,518	.0034	5,014	.0029	97	113	1,283	244	234	97	117	1,865	192	1,328	281
Pitkin		2,396	.0013	4,792	.0011	122	144	342	528	64	66	63	166	277	229	111
Prowers		13,831	.0071	2,660	.0062	77	67	2,495	1,004	956	519	393	3,044	2,081	2,056	557
Lamar		10,759	.0056		.0050	96	108	1,946	774	842	393	315	2,631	1,537	1,283	373
Pueblo	113	114,425	.0595	3,752	.0560	88	94	29,249	8,231	12,277	7,434	7,450	23,692	6,877	7,816	3,433
▲Pueblo		110,947	.0576		.0513	91	102	27,836	7,633	12,127	7,421	7,450	23,538	6,476	7,481	3,361
Rio Blanco		5,407	.0028	2,846	.0038	95	70	1,328	271	257	116	...	1,392	426	671	316
Rio Grande		10,947	.0057	3,421	.0058	73	72	2,588	528	1,091	149	318	1,736	1,107	1,222	459
Routt		6,842	.0035	2,632	.0041	79	67	1,783	307	697	140	167	1,347	882	411	368
Saguache		2,752	.0015	1,966	.0022	69	47	439	160	249	10	...	741	459	411	196
San Juan		559	.0003	1,423	.0006	67	33	184	63	...	...	...	57	86	74	53
San Miguel		1,943	.0010	2,776	.0013	87	67	387	171	187	46	...	712	49	91	59
Sedgwick		6,201	.0032	4,134	.0030	97	103	1,040	322	593	105	281	1,717	272	1,449	190
Summit		1,063	.0005	2,658	.0006	86	71	125	468	113	...	...	...	237	...	91
Teller		1,921	.0010	3,202	.0009	82	91	635	304	25	25	37	158	267	104	190
Washington		5,751	.0030	2,396	.0038	79	63	1,257	228	546	62	131	798	530	1,396	247
Weld		55,430	.0345	3,163	.0357	82	80	13,300	3,560	4,665	3,371	3,922	12,074	5,581	9,004	1,960
Greeley		42,379	.0220		.0156	114	161	9,242	1,395	3,830	3,005	3,180	9,363	2,047	4,661	1,302
Yuma		9,231	.0048	2,797	.0057	89	75	1,892	515	588	164	317	2,181	598	1,657	445
Total Above Cities		1,477,789	.7677		.6174	115	143	302,892	95,154	220,907	85,392	90,264	392,225	89,960	108,955	65,330
State Total		1,933,348	1.0303	4,021	.9447	99	108	426,616	138,767	252,514	95,456	104,779	390,042	151,981	171,545	88,355

METRO. AREAS		RETAIL SALES — SM ESTIMATES, 1956														
△Colorado Springs	193	172,443	.0898	4,648	.0720	107	134	33,022	13,032	14,000	11,937	10,561	28,510	14,681	20,230	7,065
Denver	39	1,042,393	.5416	4,361	.4914	110	121	226,900	72,645	171,713	51,447	58,085	207,536	67,242	60,417	52,459
Pueblo	113	114,425	.0595	3,752	.0560	88	94	29,249	8,231	12,277	7,434	7,450	23,692	6,877	7,816	3,433
Total Above Areas		1,329,261	.6907	4,335	.6194	107	119	289,171	93,908	197,990	70,818	76,096	259,738	88,800	88,463	62,957

CONNECTICUT — (Other New England States: Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.)

Map, page 283

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F.-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Ansonia	New Haven	18.8	261	58	50	15	31	14	15	14	13	11
Bridgeport	Fairfield	168.4	2,176	538	391	180	214	134	58	153	71	92
Bristol	Hartford	43.5	454	82	79	33	57	31	17	35	12	17
Danbury	Fairfield	23.7	441	80	80	33	53	37	20	28	22	14
Derby	New Haven	10.6	*	*	*	*	*	*	*	*	*	*
East Hartford	Hartford	37.3	193	39	35	15	22	13	10	16	7	9
Greenwich	Fairfield	47.6	*	*	*	*	*	*	*	*	*	*
Hartford	Hartford	187.6	2,346	442	439	243	234	163	81	160	65	109
Manchester	Hartford	39.6	*	*	*	*	*	*	*	*	*	*
Meriden	New Haven	48.8	625	131	120	45	62	46	24	60	22	16
Middletown	Middlesex	34.2	341	60	65	33	32	19	15	22	15	13
Naugatuck	New Haven	18.9	224	33	52	8	13	18	11	19	15	10
New Britain	Hartford	82.5	880	180	153	72	89	61	30	65	22	32
New Haven	New Haven	165.7	2,591	594	469	230	314	139	104	164	68	96
New London	New London	31.0	564	112	107	54	58	40	35	40	15	15
Norwalk	Fairfield	62.1	686	134	110	54	86	43	27	54	30	18
Norwich	New London	37.8	483	92	65	41	52	38	21	46	28	14
Putnam City	Windham	8.4	169	40	21	13	14	13	9	12	7	8
Rockville	Tolland	8.9	149	28	18	10	14	10	12	11	9	3
Shelton	Fairfield	15.2	144	30	25	9	9	3	8	14	15	7
Stamford	Fairfield	85.0	1,086	188	181	91	143	67	42	99	41	31
Stratford	Fairfield	41.7	*	*	*	*	*	*	*	*	*	*
Torrington	Litchfield	29.6	451	97	65	40	51	37	24	38	20	11
Wallingford	New Haven	13.5	219	52	31	19	22	16	11	13	7	4
Waterbury	New Haven	110.7	1,399	338	266	98	152	77	55	90	38	55
West Hartford	Hartford	54.4	*	*	*	*	*	*	*	*	*	*
West Haven	New Haven	35.4	*	*	*	*	*	*	*	*	*	*
Willimantic	Windham	14.5	257	45	43	21	28	18	16	20	9	9
Winsted	Litchfield	10.0	130	30	19	15	10	5	11	9	4	5

*Not Available.

© SM, 1957.

Before using these figures, read foreword, page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the most profitable use of the Survey of Buying Power data.

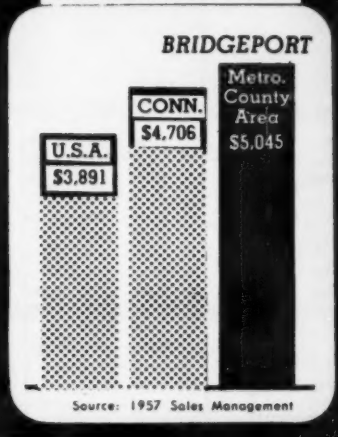
in Connecticut,
the people of

BRIDGEPORT



EARN MORE
SPEND MORE





The Rich Bridgeport Metropolitan County area, with *over one-half Million Customers* offers unlimited *sales opportunity* to manufacturers of all Consumer goods . . . a Big, Rich, easy to reach market.

NO OTHER MEDIUM COVERS THE GREAT BRIDGEPORT MARKET LIKE...

The Bridgeport
POST-TELEGRAM

96% ABC CITY COVERAGE 67% ABC CITY & RTZ COVERAGE

represented nationally by **Moloney, Regan & Schmitt**

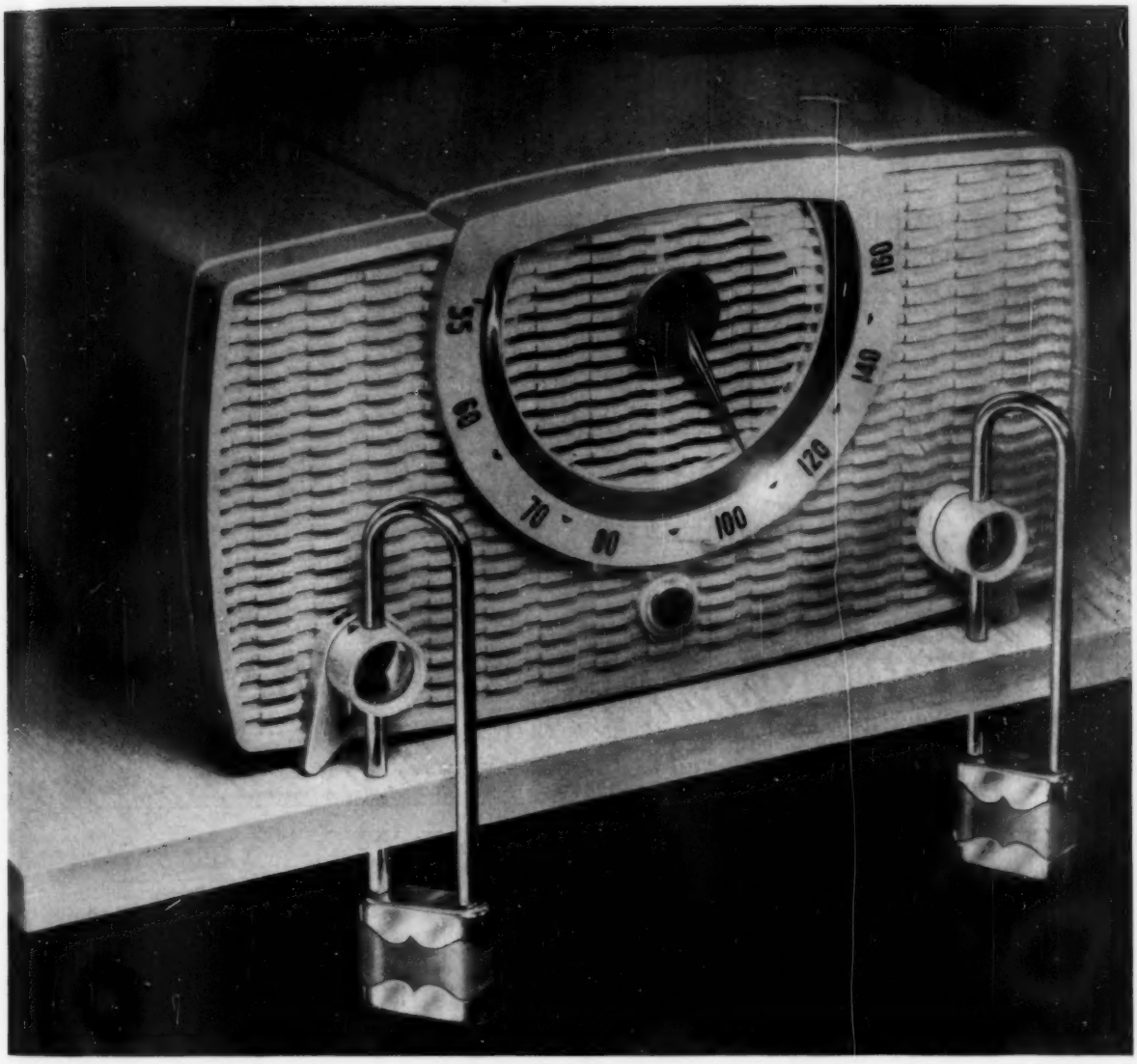
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CONN. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1958 Net Dollars (000)	% of U.S.A	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Fairfield	19	595.9	.3530	174.6	514.3	1,486,720	.5245	2,498	8,526	206.9	7,232	18.1	3.8	22.6	10.9	35.8	26.4	12.5	14.5	11.0	44.4
▲Bridgeport		168.4	.0998	49.6		356,170	.1255	2,115	7,181	61.4	5,801	19.8	5.2	25.3	15.1	36.4	33.5	11.0	16.0	7.5	30.2
▲Stamford		85.0	.0504	24.3		204,997	.0722	2,412	8,436	28.9	7,089	17.1	3.7	20.9	10.2	35.6	26.8	14.3	16.9	12.2	42.4
▲Norwalk		62.1	.0368	18.6		153,613	.0541	2,474	8,250	21.8	7,037	16.5	3.6	20.7	10.2	37.2	28.2	13.7	16.4	11.9	41.6
Danbury		23.7	.0140	6.9		46,125	.0163	1,946	6,685	8.3	5,561	21.6	6.0	25.0	15.5	36.5	35.0	10.2	15.5	6.7	28.0
Stratford		41.7	.0247	12.2		87,818	.0309	2,106	7,198	13.3	6,590	13.6	3.2	19.8	10.4	43.0	34.8	14.4	18.4	9.2	33.2
Greenwich		47.6	.0282	14.2		152,939	.0539	3,213	10,770	*	*	*	*	*	*	*	*	*	*	*	*
Shelton		15.2	.0090	4.2		27,506	.0097	1,810	6,549	4.7	5,841	18.3	4.8	25.8	15.2	37.3	34.1	11.2	16.2	7.4	29.7
Hartford	63	625.6	.3706	181.8	518.2	1,454,683	.5126	2,325	8,001	218.4	6,661	17.0	3.9	22.7	11.7	38.4	30.8	13.3	16.9	8.6	36.7

SM Standard (▲) and Potential (△) Metropolitan County Areas. *Not available. © SM, 1957. Before using these figures, read foreword, page 11.



$8,001 per family makes the Hartford market third in the entire nation in per family income! WHCT (Channel 18 – CBS Television) makes it easy for advertisers to get their share! (See the advertisement on page 277.)



You'd think they'd thrown the keys away...

▶ IN SOUTHERN NEW ENGLAND, Politz studies show that 88 out of every 100 people listen to radio — morning, noon *and night* — and almost four times as many tune to 1080 on the dial as to any other radio station.

▶ IN SOUTHERN NEW ENGLAND, family income is 14% above the U.S. average. You can reach this quality *in quantity* on the radio station that serves best.

PUBLIC SERVICE · MARKET · MANAGEMENT · FACILITIES · PROGRAMMING

REPRESENTED NATIONALLY BY
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

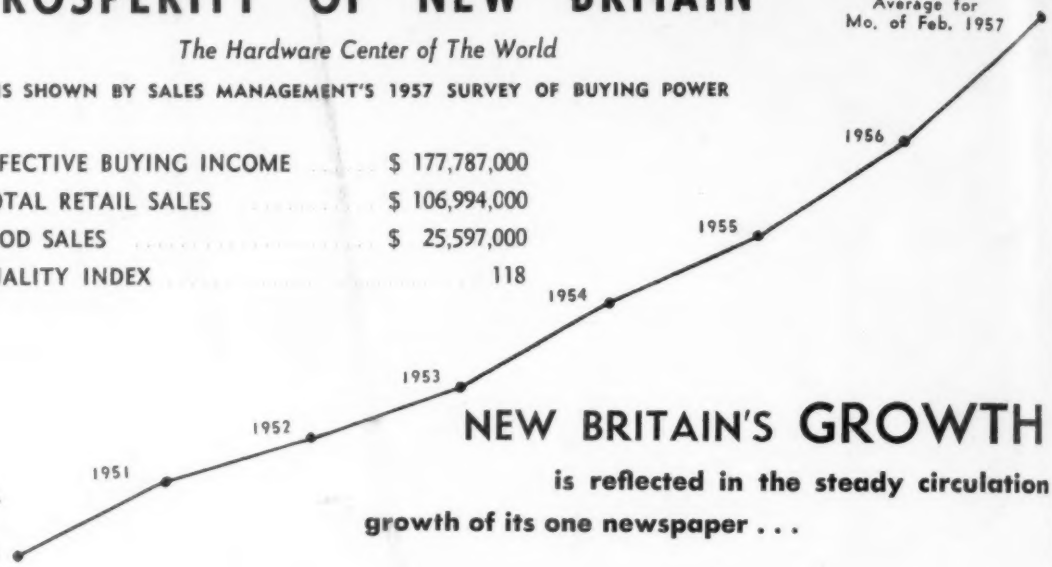
WTIC HARTFORD CONNECTICUT

PROSPERITY OF NEW BRITAIN

The Hardware Center of The World

IS SHOWN BY SALES MANAGEMENT'S 1957 SURVEY OF BUYING POWER

EFFECTIVE BUYING INCOME	$ 177,787,000
TOTAL RETAIL SALES	$ 106,994,000
FOOD SALES	$ 25,597,000
QUALITY INDEX	118



NEW BRITAIN'S GROWTH

is reflected in the steady circulation growth of its one newspaper . . .

THE NEW BRITAIN HERALD

WITH 91% COVERAGE OF ITS 101,161 CITY ZONE POPULATION

Represented by: Story, Brooks & Finley, Inc.

CONN. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
▲Hartford		187.6	.1111	55.6		418,096	.1473	2,229	7,520	74.4	5,621	20.2	5.5	25.0	15.4	36.7	34.9	11.5	17.2	6.6	27.0
▲New Britain		82.5	.0489	23.7		177,787	.0626	2,155	7,502	28.2	6,302	15.0	3.6	23.4	12.9	39.6	33.6	13.5	18.0	8.5	31.9
West Hartford		54.4	.0322	15.5		194,407	.0685	3,574	12,542	19.7	9,890	13.2	2.1	14.3	5.0	31.7	17.0	18.2	15.5	22.6	60.4
Bristol		43.5	.0258	12.5		89,420	.0315	2,056	7,154	14.4	6,213	14.9	3.7	21.8	12.2	41.6	35.7	13.8	18.7	7.9	29.7
East Hartford		37.3	.0221	10.1		76,330	.0269	2,046	7,557	12.3	6,198	11.6	2.9	20.3	11.4	46.4	39.8	14.8	20.1	6.9	25.8
Manchester		39.6	.0235	11.6		83,239	.0293	2,102	7,176	*	*	*	*	*	*	*	*	*	*	*	*

SM Standard (▲) and Potential (△) Metropolitan County Areas. *Not Available. © SM, 1957. Before using these figures, read foreword, page 11.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MANCHESTER

CONNECTICUT

Look CLOSER for the PAY-OFF

Personal, household, family needs of the 60,000 people in the Manchester market result in $83,650,000 retail sales.

You're losing valuable sales if you're content with a far-off view of this rich upper-Connecticut area. All you see is a hazy potential . . . in the thinning circulation pattern of outside newspapers. That's why we say: "Treat yourself to a **close-up** of Manchester" . . .

Thousands of new homes have been built here in recent years—for families whose high income . . . averaging $7,176 . . . encourages expensive living standards, large retail buying. Buying power is bedrocked on nearby Pratt & Whitney Aircraft and other big industries, plus the 47 industries in Manchester.

The Herald—read in 9 out of 10 Manchester homes, 6 of 10 in the city and trading area—is unmatched in readership and results.

MANCHESTER EVENING HERALD

Represented by The Julius Mathews Special Agency, Inc.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

Here's What Happens . . . in the 61 LARGEST CITIES when rated by BUYING POWER and SALES PRODUCTIVITY

CITY and STATE	POPULATION 1/1/57 SM Estimates (in thousands)
New York, N. Y.	8,094.3
Chicago, Ill.	3,827.2
Los Angeles, Calif.	2,287.9
Philadelphia, Pa.	2,180.3
Detroit, Mich.	1,943.8
Baltimore, Md.	975.3
Cleveland, Ohio	947.8
St. Louis, Mo.	877.2
Washington, D. C.	868.2
San Francisco, Calif.	810.1
Boston, Mass.	755.2
Houston, Tex.	732.0
Milwaukee, Wisc.	717.4
Pittsburgh, Pa.	677.8
New Orleans, La.	639.8
Dallas, Tex.	623.7
Buffalo, N. Y.	602.5
Seattle, Wash.	568.6
Minneapolis, Minn.	546.9
Cincinnati, Ohio	546.4
San Antonio, Tex.	533.1
Denver, Colo.	510.2
Atlanta, Ga.	498.7
Kansas City, Mo.	493.3
San Diego, Calif.	490.0
Memphis, Tenn.	462.9
Newark, N. J.	451.1
Indianapolis, Ind.	448.0
Columbus, Ohio	431.3
Louisville, Ky.	419.0
Portland, Ore.	408.1
Oakland, Calif.	408.0
Fort Worth, Tex.	370.1
Birmingham, Ala.	364.4
Rochester, N. Y.	347.8
St. Paul, Minn.	335.5
Toledo, Ohio	333.3
Long Beach, Calif.	307.1
Norfolk, Va.	304.2
Jersey City, N. J.	302.2
Akron, Ohio	300.2
Oklahoma City, Okla.	290.4
Dayton, Ohio	286.4
Omaha, Nebr.	282.2
Miami, Fla.	261.1
El Paso, Tex.	255.0
Providence, R. I.	249.4
Tulsa, Okla.	245.3
Richmond, Va.	242.6
Wichita, Kans.	240.5
Tampa, Fla.	239.6
Syracuse, N. Y.	232.7
Jacksonville, Fla.	228.3
Salt Lake City, Utah	208.6
Worcester, Mass.	207.5
Mobile-Prichard, Ala.	200.8
Flint, Mich.	195.1
Des Moines, Iowa	190.6
Grand Rapids, Mich.	189.4
Spokane, Wash.	187.8
Hartford, Conn.	187.6

CITY and STATE	NET INCOME Per FAMILY SM Estimates $
Washington, D. C.-E.	7,688
Toledo, Ohio	7,662
Detroit, Mich.	7,649
Hartford, Conn.-E.	7,520
Dayton, Ohio	7,512
Chicago, Ill.	7,484
Newark, N. J.-E.	7,242
San Francisco, Calif.	7,191
Columbus, Ohio	7,171
Flint, Mich.	7,168
Seattle, Wash.	7,046
Indianapolis, Ind.	6,987
Cleveland, Ohio	6,966
Richmond, Va.	6,851
Norfolk, Va.	6,819
Pittsburgh, Pa.	6,804
Jersey City, N. J.	6,696
Atlanta, Ga.	6,651
Akron, Ohio	6,578
Minneapolis, Minn.	6,577
Boston, Mass.	6,576
Oakland, Calif.	6,550
Milwaukee, Wisc.	6,526
Kansas City, Mo.	6,524
Philadelphia, Pa.	6,479
New York, N. Y.	6,422
Los Angeles, Calif.	6,384
Worcester, Mass.	6,359
St. Paul, Minn.	6,348
Cincinnati, Ohio	6,286
Des Moines, Iowa	6,259
Dallas, Tex.	6,252
San Diego, Calif.	6,209
Houston, Tex.	6,197
Providence, R. I.	6,196
St. Louis, Mo.	6,161
Spokane, Wash.	6,159
Salt Lake City, Utah	6,154
Syracuse, N. Y.	6,139
Grand Rapids, Mich.	6,127
Omaha, Nebr.	6,122
Tulsa, Okla.	6,068
Rochester, N. Y.	6,035
Miami, Fla.	6,024
Louisville, Ky.	5,982
Denver, Colo.	5,944
Memphis, Tenn.	5,899
Baltimore, Md.	5,893
Buffalo, N. Y.	5,886
Long Beach, Calif.	5,828
Fort Worth, Tex.	5,797
Portland, Ore.	5,777
Wichita, Kans.	5,565
New Orleans, La.	5,556
El Paso, Tex.	5,549
Oklahoma City, Okla.	5,535
Jacksonville, Fla.	5,418
Mobile-Prichard, Ala.	5,402
Birmingham, Ala.	5,327
San Antonio, Tex.	4,784
Tampa, Fla.	4,754

CITY and STATE	RETAIL SALES PER FAMILY SM Estimates $
Miami, Fla.	9,308
Jacksonville, Fla.	6,920
Boston, Mass.	6,686
Hartford, Conn.	6,635
Dayton, Ohio	6,561
Atlanta, Ga.	6,135
Flint, Mich.	6,076
Grand Rapids, Mich.	6,064
Indianapolis, Ind.	5,956
Richmond, Va.	5,902
Columbus, Ohio	5,807
Salt Lake City, Utah	5,718
Cleveland, Ohio	5,660
Rochester, N. Y.	5,512
Dallas, Tex.	5,405
Syracuse, N. Y.	5,383
Pittsburgh, Pa.	5,340
Newark, N. J.	5,333
Kansas City, Mo.	5,331
Houston, Tex.	5,323
Akron, Ohio	5,310
Washington, D. C.	5,293
Minneapolis, Minn.	5,270
Toledo, Ohio	5,196
Des Moines, Iowa	5,179
Portland, Ore.	5,159
Cincinnati, Ohio	5,076
Providence, R. I.	5,041
Baltimore, Md.	4,984
Worcester, Mass.	4,982
Detroit, Mich.	4,969
Tampa, Fla.	4,964
Oklahoma City, Okla.	4,961
Buffalo, N. Y.	4,888
Oakland, Calif.	4,876
Louisville, Ky.	4,870
Fort Worth, Tex.	4,858
Memphis, Tenn.	4,814
Milwaukee, Wisc.	4,802
Omaha, Nebr.	4,778
Wichita, Kans.	4,776
Seattle, Wash.	4,756
Denver, Colo.	4,747
St. Paul, Minn.	4,738
Long Beach, Calif.	4,735
Los Angeles, Calif.	4,729
Chicago, Ill.	4,695
Spokane, Wash.	4,694
Tulsa, Okla.	4,602
Mobile-Prichard, Ala.	4,540
St. Louis, Mo.	4,461
San Francisco, Calif.	4,299
Birmingham, Ala.	4,287
Philadelphia, Pa.	4,236
Norfolk, Va.	4,108
New Orleans, La.	4,045
San Diego, Calif.	4,006
San Antonio, Tex.	3,898
New York, N. Y.	3,823
El Paso, Tex.	3,791
Jersey City, N. J.	3,180

In Hartford, and 29 surrounding townships, totaling a market of 137,141 families (Conn. State Dept. of Health, 1956) this newspaper will carry your advertisement into 111,067 homes. No other available advertising medium can compare with this penetration and impact.

Largest Daily Circulation in Connecticut

The Hartford Times.

Member: The Gannett Group

Represented by: J. P. McKinney & Son, Inc.

METROPOLITAN MIDDLETOWN

. . . the Most Easily Sold

Metropolitan Market in Connecticut

$6,773 FAMILY INCOME
($1,037 Above U.S. Average)

$4,567 FAMILY SALES
($676 Above U.S. Average)

METROPOLITAN MIDDLETOWN

Population	75,500
Families	21,300
Income	$144,255,000
Retail Sales	97,275,000
Food	21,379,000
Eating, Drinking	6,109,000
General Mdse.	9,111,000
Furn-Hshld	4,744,000
Apparel	5,565,000
Automotive	20,230,000
Gasoline	6,389,000
Lumber-Bldg	8,237,000
Drug	3,485,000

Metropolitan Middletown is a 75,500 market—with $144,255,000 income, $97,275,000 retail sales . . .

Worth a hard-hitting selling attack on the basis of volume alone. But look at that income bulge . . . and that big wad of dollars unspent *after* all average needs have been taken care of.

A must? Easy to sell? Of course—in fact, much easier to sell than you think. The Press alone does the job—thoroughly. No single daily in Connecticut covers its metropolitan area as completely as the Press covers Metropolitan Middletown. It takes your advertising into 71% of the homes—a degree of coverage no combination of outside newspapers comes anywhere near equaling. The Press is one big reason why

You Always Get more in Middletown

THE MIDDLETOWN PRESS

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CONN. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
										Income Breakdown of Consumer Spending Units											
Litchfield		111.6	.0661	33.6	55.7	217,680	.0767	1,951	6,479	38.7	5,935	20.8	5.4	25.7	15.0	35.8	32.2	10.9	15.4	6.8	32.6
Torrington		29.6	.0175	8.8		53,170	.0187	1,796	6,043	9.4	5,671	16.5	4.5	25.7	15.7	39.9	37.5	11.8	17.5	6.1	24.8
Winsted		10.0	.0059	3.0		17,940	.0063	1,795	5,982	3.5	5,197	23.2	6.8	25.3	17.0	35.8	36.7	10.5	17.0	5.2	22.5
Middlesex	230	75.5	.0443	21.3	39.3	144,255	.0509	1,911	6,773	24.6	5,859	21.5	5.6	25.0	14.9	35.9	32.7	11.0	15.7	6.6	31.1
△Middletown		34.2	.0203	8.7		60,551	.0213	1,770	6,960	11.0	5,527	21.5	6.0	25.2	15.7	35.8	34.6	11.1	16.9	6.4	26.6
New Haven	97	611.9	.3624	180.3	843.7	1,312,830	.4626	2,145	7,281	214.5	6,120	20.1	5.0	23.2	13.2	37.7	32.8	11.8	18.3	7.2	32.7
▲New Haven		165.7	.0982	48.7		343,108	.1209	2,071	7,045	64.7	5,306	25.2	7.3	24.8	16.1	34.1	34.3	9.7	15.5	6.2	26.8
▲Waterbury		110.7	.0656	32.4		222,972	.0786	2,014	6,882	37.9	5,885	18.2	4.8	23.5	13.7	38.7	35.1	12.4	17.8	7.2	28.6
Meriden																					
Wallingford		*68.3*	*.0369*	*19.3*		*132,168*	*.0466*	*8,121*	*6,843*												
Meriden		48.8	.0289	13.1		99,009	.0349	2,029	6,557	16.8	6,906	17.4	4.5	22.5	13.2	40.4	36.5	12.6	18.0	7.1	27.8
West Haven		35.4	.0210	9.7		80,253	.0283	2,267	8,273	*	*	*	*	*	*	*	*	*	*	*	*

SM Standard (▲) and Potential (△) Metropolitan County Areas.
*Not Available.

Before using these figures, read foreword, page 11.
© SM, 1957.

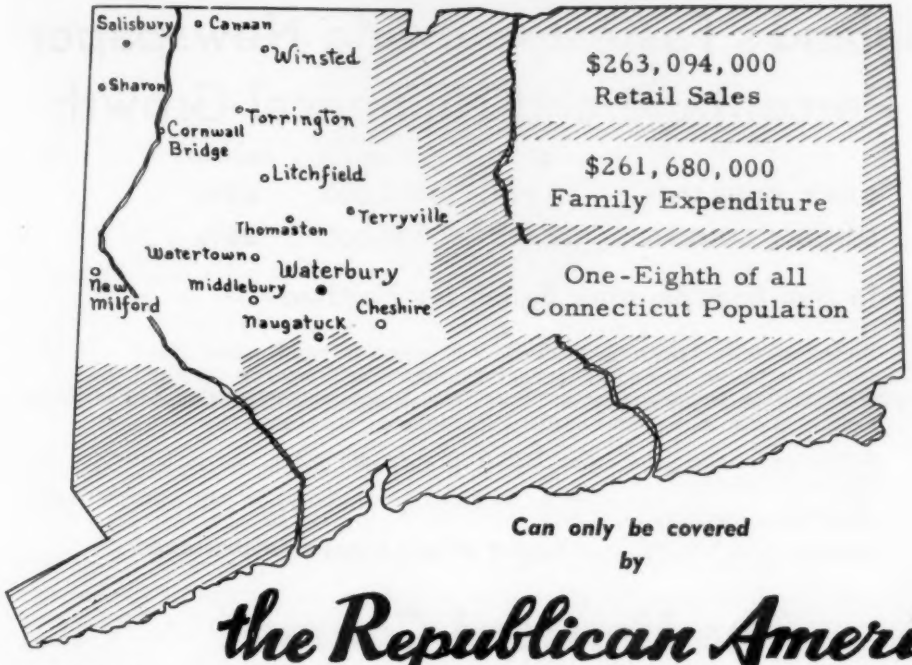
WICC

has by far the largest radio audience in the 28th sales market in the U. S.—Fairfield County. This metropolitan area also ranks 1st in income per family.

The Bridgeport Broadcasting Company
Box 9140, Bridgeport, Conn.

National Representatives
Adam Young, Inc.

Waterbury and Northwestern Connecticut



Can only be covered by

the Republican American

Represented by
Gilman, Nicoll & Ruthman

Morning—Sunday—Evening

CONN. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Ansonia		18.8	.0111	5.5		35,421	.0125	1,884	6,440	6.5	5,417	18.1	5.1	27.1	17.4	38.2	37.7	11.2	17.3	5.4	22.5
Wallingford		13.5	.0080	4.2		33,159	.0117	2,456	7,895	5.1	6,497	15.0	3.5	19.5	10.4	41.6	34.2	15.0	19.4	8.9	32.5
Naugatuck		18.9	.0112	5.8		43,038	.0152	2,277	7,420	6.5	6,611	13.1	3.0	19.4	10.2	42.1	34.0	16.5	21.0	8.9	31.8
Derby		10.6	.0063	3.0		18,825	.0066	1,776	6,275	3.2	5,854	18.3	4.8	24.3	14.4	38.0	34.8	12.2	17.5	7.2	28.7

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

© SM, 1957.

Before using these figures, read foreword, page 11.

you need the RECORD & JOURNAL

TO SELL THE

$90,622,000

MERIDEN & WALLINGFORD

MARKET!

Please note! Hartford and New Haven papers don't even come close to this "double barreled" market! Only with THE RECORD & JOURNAL will you receive 97% coverage of the rich Meriden & Wallingford area. Increase your sales here — surely, easily, economically — and now!

All data: S. M. '57 Survey

IN MERIDEN

- **Total Retail Sales: $62,750,000**
- **Eff. Buying Income $99,099,000**
- **60.1% of consumer spending units in the $4000-and-over groups!**

IN WALLINGFORD

Average retail sales per family exceed the Conn. average by:

Total retail	41%
Food	40%
Gen. Mdse.	130%
Automotive	125%

The Meriden RECORD & JOURNAL

MERIDEN, CONNECTICUT

National Representatives: Gilman, Nicoll & Ruthman

The Hartford Courant Is New England's Fastest Growing Newspaper In Both Percentage and Numerical Growth

	1950	TODAY	GROWTH
DAILY COURANT	62,714	102,000	65%
SUNDAY COURANT	109,595	150,000	36%

In New England, after Boston It's Hartford

Suffolk County (Boston) leads New England in retail sales. Hartford County is second. Fairfield County (Bridgeport) is third. New Haven County fourth. Providence County fifth. Worcester County sixth. Hampden County (Springfield) is seventh.

Advertise in the prosperous Hartford area and Advertise in The Hartford Courant.

Daily over 102,000
Sunday over 150,000 . . . largest of any Connecticut newspaper

The Hartford Courant

Represented Nationally by Gilman, Nicoll and Ruthman

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CONN. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
New London	237	165.4	.0980	48.4	94.3	297,354	.1047	1,798	6,144	59.9	4,960	25.4	7.9	26.1	18.2	34.9	37.6	8.9	15.0	4.7	21.3
△New London		31.0	.0184	9.0		59,840	.0211	1,930	6,649	12.8	4,688	31.6	10.3	25.0	18.5	30.8	35.1	8.1	14.5	4.5	21.6
△Norwich		37.8	.0224	11.9		64,523	.0227	1,707	5,422	12.6	5,108	22.5	6.8	26.5	17.9	36.7	38.4	9.4	15.5	4.9	21.4
Tolland		56.6	.0336	15.0	12.3	111,585	.0394	1,971	7,439	22.5	4,969	32.6	10.1	21.5	15.0	31.0	33.3	9.2	15.5	5.7	26.1
Rockville		8.9	.0053	2.9		20,526	.0072	2,306	7,078	3.3	6,285	17.5	4.3	21.1	11.7	39.7	33.7	13.0	17.3	8.7	33.0
Windham		69.4	.0411	20.9	33.4	118,894	.0419	1,713	5,689	23.8	4,989	24.1	7.4	28.6	19.8	33.4	35.8	9.1	15.4	4.8	21.6
Williamantic		14.5	.0086	4.5		29,160	.0103	2,011	6,480	5.3	5,475	20.2	5.7	24.9	15.6	37.2	36.3	11.9	18.4	5.8	24.0
Putnam City		8.4	.0050	2.5		13,578	.0048	1,616	5,431	3.0	4,572	24.4	8.2	31.3	23.7	33.3	38.8	7.8	14.4	3.2	14.9
Total Above Cities		1,485.4	.8802	434.7		3,263,531	1.1498	2,197	7,508	488.9	6,028	19.2	4.9	23.5	13.4	37.1	32.9	12.1	16.9	8.1	31.9
State Total		2,311.9	1.3696	675.9	1,811.2	5,145,981	1.8133	2,226	7,614	806.3	6,382	19.7	4.7	23.4	12.7	36.7	30.7	12.0	15.8	8.2	36.1

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Bridgeport-Stamford-Norwalk	19	595.9	.3530	174.6	514.3	1,488,720	.5245	2,498	8,526
Hartford-		P							
New Britain	63	625.6	.3706	181.8	518.2	1,454,663	.5126	2,325	8,001
△Middletown	230	75.5	.0448	21.3	39.3	144,255	.0509	1,911	6,773
New Haven-Waterbury	97	611.9	.3624	180.3	543.7	1,312,830	.4626	2,145	7,281
△New London-Norwich	237	165.4	.0980	48.4	94.3	297,354	.1047	1,798	6,144
Total Above Areas		2,074.3	1.2268	606.4	1,709.8	4,697,822	1.6553	2,265	7,747

© SM, 1957.

Before using these figures, read foreword, page 11.

Top among all the nation's big cities in Income per Family has been Hartford, Conn., in 23 of all 28 years of these Sales Management studies—Always in the top 10.

Even longer than that *The Hartford Times* has been selected by the Hartford Merchants as the top producing advertising medium in this rich market. ***(See Page 273)***



Hartford families have something extra special to offer advertisers. *Money!*

Insurance center of the United States, the Hartford-New Britain area is the nation's *third* market in per family income, which annually exceeds $8,000! Small wonder that retail sales within WHCT's coverage area soared to a mighty $1,843,559,000 last year... that throughout this free-spending region, food sales alone were close to the half-billion dollar mark.

Small wonder, too, that prosperous Hartford looks to WHCT for news on *what* to buy. For in addition to topnotch local programs (including M-G-M, Columbia and 20th Century-Fox features), Channel 18 is now carrying a complete CBS Television Network schedule—all of the same programs which make CBS Television the nation's number one entertainment medium.

A full-coverage advertising policy includes well-to-do Hartford... and WHCT.

WHCT COVERAGE DATA: Television families 316,400; Retail sales $1,843,559,000; Food sales $409,690,000; Drug sales $66,006,000



Connecticut at its Best!

STAMFORD

Of the state's Major Markets, Stamford is the Richest — with $8,436 Family Income . . . the Fastest-Growing — 93.4% Sales Gain since 1948 . . . the Leading Quality Market — 140 Quality Index.

Keep Your Sales Up-to-Date with the ADVOCATE

THE STAMFORD MARKET

POPULATION	85,000	GENL. MDSE.	21,876,000
FAMILIES	24,300	APPAREL	16,022,000
INCOME	$204,997,000	FURN.-HSHLD.	8,476,000
INCOME PER FAMILY	8,436	AUTOMOTIVE	23,790,000
RETAIL SALES	156,387,000	GAS-SERV. STA.	6,822,000
FOOD	36,068,000	LUMB.-BLDG.-HDWRE.	12,625,000
EATING, DRINKING	8,644,000	DRUG	4,543,000

SALES PRODUCTION INDEX 161

Represented by The Julius Mathews Special Agency, Inc.

Stamford, Conn. ADVOCATE

CONN. COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Fairfield	19	880,917	.4578	5,045	.4702	133	130	220,923	59,131	84,399	66,679	52,859	146,218	46,162	69,787	28,916
▲Bridgeport		264,961	.1376		.1240	124	138	63,258	19,256	43,367	25,036	20,808	29,363	11,250	16,103	10,683
▲Stamford		156,387	.0812		.0705	140	161	36,068	8,644	21,876	16,022	8,476	23,790	6,822	12,625	4,543
▲Norwalk		93,953	.0488		.0491	133	133	27,150	5,555	5,261	6,052	7,654	17,709	4,592	6,220	2,062
Danbury		62,652	.0325		.0207	148	232	15,749	3,158	5,799	4,981	4,308	11,792	3,208	5,446	1,643
Stratford		51,794	.0269		.0235	115	109	13,719	4,501	569	318	915	14,496	3,427	6,491	2,718
Greenwich		47,397	.0246		.0400	142	87	12,210	3,352	946	2,583	2,013	8,156	4,836	4,401	1,364
Shelton		11,346	.0059		.0084	93	66	3,044	1,006	300	494	230	1,984	967	1,942	337
Hartford	63	877,288	.4557	4,825	.4671	126	123	187,701	64,825	123,304	61,496	52,252	148,917	52,135	44,873	33,000
▲Hartford		388,920	.1916		.1534	138	172	58,547	25,933	87,948	32,880	22,404	51,400	12,722	13,242	14,779
▲New Britain		106,994	.0556		.0378	118	114	25,597	6,615	8,140	12,696	10,490	16,789	4,224	3,765	3,379
West Hartford		59,614	.0310		.0500	155	96	18,497	2,969	1,405	4,387	4,147	13,336	3,679	3,856	3,168
Bristol		50,429	.0262		.0288	112	102	13,699	2,964	2,797	3,490	3,893	9,775	2,852	2,413	1,641

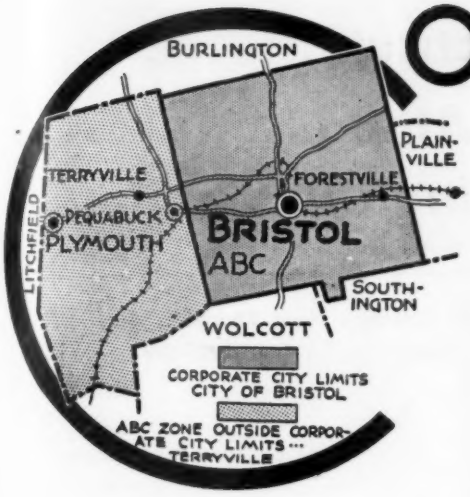
SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

HARTFORD WHCT 18

$8,001 per family makes the Hartford market third in the entire nation in per family income!

WHCT (Channel 18—CBS Television) makes it easy for advertisers to get their share!

(For the WHCT story, see advertisement page 277.)



ONCENTRATION!

Where Business Is Good In Central Connecticut . . .

With The Bristol Press

THE PRESS REACHES BETTER THAN 96% OF ALL THE HOMES IN THE BRISTOL CITY ZONE

Diversifed Industry . . . Better Than Average Income
EXTRA BUYING POWER in the Bristol Market!

Total Retail Sales Over ***$50,429,000***
Food Sales in 1955 ..... ***$13,699,000***

Sales Management Survey

Reach This Important Market With Our 12,863 A.B.C. Circulation—With Bristol's own Home-town newspaper

Gallagher-De Lisser, Inc.
National Representative

The Bristol Press

BRISTOL—CONNECTICUT

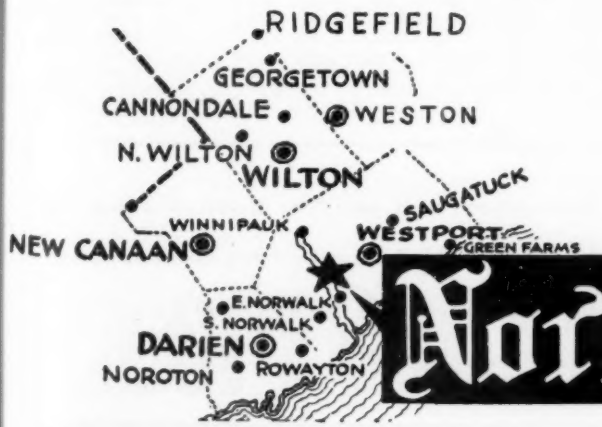
Staples or Big-Ticket Merchandise, You'll Sell MORE in

NORWALK, CONN.

In the Norwalk A.B.C. area 27,500 families have the kind of money that makes their ad reading a pleasureable pastime. With $243,268,000 income . . . averaging $8,846 per family . . . they can, and do, buy big and fancy. They respond to advertising to the tune of $150,340,000 retail sales.

Whether your goal is to sell soup by the case, two cars for every garage, or an electric dryer for every washer, you'll sell your quota—and more—in the rich Norwalk area. Using the HOUR of course. It's miles ahead of any incoming paper in coverage and readership.

NORWALK A.B.C. AREA			
Population	91,797	Genl. Mdse.	$14,282,000
Families	27,500	Apparel	11,276,000
Income	$243,268,000	Furn-Hshld.	9,020,000
Income per Fam.	8,846	Automotive	24,061,000
Retail Sales	150,340,000	Gas-Serv. Sta.	7,818,000
Food	37,585,000	Lumb-Bldg-Hdwre	11,877,000
Eating-Drinking	10,073,000	Drug	4,811,000



96% Coverage of A.B.C. City Zone (60,425)
59% of the Trading Area

Represented by The Julius Mathews Special Agency, Inc.

Norwalk Hour

To Sell Northwestern Connecticut

Route Your Advertising Along Its Main Shopping Currents . . .

In prosperous Litchfield County—Northwestern Connecticut—54% of the consumer spending units are above the $4,000 income level. Total buying power is $217,680,000, averaging $6,479 per family.

The county's 33,600 families pour two-thirds of their high income into the county's cash registers—spend $4,305 per family . . . do most of their shopping in Torrington, where total sales top average volume by 53% . . . food by 75% . . . general merchandise 99% . . . apparel 148% . . . furniture-household-appliances 42% . . . automotive 64% . . . gasoline 6% . . . lumber-building materials-hardware 51% . . . drug products 19%.

First step in selling this big prosperous market is to capture its prime sales concentrations—place your advertising in the only daily that routes it along the county's main shopping currents—the Torrington Register.

Litchfield County's Main Shopping Currents Converge on TORRINGTON

	COUNTY	TORRINGTON
Population	111,600	29,600
Families	33,600	8,800
Income	$217,680,000	$53,176,000
Income Per Fam.	6,479	6,043
Retail Sales	144,655,000	51,687,000
Food	37,865,000	13,515,000
General Mdse.	8,272,000	4,766,000
Apparel	9,161,000	5,516,000
Furn.-Hshld.	5,601,000	2,530,000
Automotive	28,690,000	9,820,000
Gasoline	8,322,000	2,431,000
Lumber-Bldg.-Hdwre	14,242,000	3,677,000
Drug	4,846,000	1,259,000

TORRINGTON REGISTER

TORRINGTON, CONN.

Represented by The Julius Mathews Special Agency, Inc.

CONN. — RETAIL SALES — SM ESTIMATES, 1956 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
East Hartford		49,977	.0260		.0257	116	118	6,678	5,742	359	1,531	776	18,501	5,938	2,959	2,477
Manchester		45,728	.0238		.0265	113	101	12,307	3,865	4,311	1,239	2,006	7,062	4,322	3,357	1,449
Litchfield		**144,655**	**.0752**	**4,305**	**.0741**	**112**	**114**	**37,865**	**7,484**	**8,272**	**9,161**	**5,601**	**28,690**	**8,322**	**14,242**	**4,856**
Torrington		51,687	.0268		.0309	110	153	13,515	2,258	4,766	5,516	2,530	9,820	2,431	3,677	1,259
Winsted		15,269	.0079		.0067	114	134	4,430	682	1,213	733	652	4,447	609	625	520
Middlesex	230	**97,275**	**.0505**	**4,567**	**.0496**	**111**	**113**	**21,379**	**6,109**	**9,111**	**5,565**	**4,744**	**20,230**	**6,389**	**8,237**	**3,485**
△Middletown		47,587	.0247		.0221	109	122	8,426	2,685	6,523	4,802	2,467	10,692	2,482	3,933	1,447
New Haven	97	**842,299**	**.4376**	**4,672**	**.4351**	**120**	**121**	**201,288**	**65,710**	**80,611**	**79,479**	**54,617**	**137,838**	**47,013**	**47,338**	**28,448**
▲New Haven		296,201	.1539		.1263	129	157	57,537	22,476	34,964	40,331	21,156	45,050	13,175	15,124	9,766
▲Waterbury		167,795	.0872		.0786	120	133	41,823	11,413	16,905	20,591	14,349	24,145	6,005	9,177	5,024
Meriden-Wallingford		*90,669*	*.0471*		*.0448*	*121*	*138*	*21,331*	*6,583*	*10,140*	*6,981*	*6,144*	*17,589*	*6,168*	*4,379*	*2,448*
Meriden		62,750	.0326		.0330	114	113	14,782	5,183	5,378	5,619	5,014	10,033	5,155	3,175	1,854
West Haven		45,881	.0238		..255	121	113	15,043	5,577	3,518	1,818	1,004	5,299	4,527	2,549	2,929
Ansonia		30,728	.0160		.0133	120	144	8,159	1,478	2,104	3,088	2,414	5,943	1,068	1,595	773
Wallingford		27,872	.0145		.0118	148	181	6,549	1,400	4,762	1,362	1,130	7,556	1,003	1,204	591
Naugatuck		22,243	.0116		.0133	119	104	5,900	1,856	1,292	1,190	1,093	4,961	1,376	1,230	741
Derby		22,634	.0118		.0081	129	187	3,201	1,240	2,376	1,383	1,465	5,153	1,248	1,497	467

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

Top among all the nation's big cities in Income per Family has been Hartford, Conn., in 23 of all 28 years of these Sales Management studies—Always in the top 10.

Even longer than that *The Hartford Times* has been selected by the Hartford Merchants as the top producing advertising medium in this rich market.

(See Page 273)

ONLY ONE CAN DO THE JOB

NEW, ADDITIONAL SURVEY PROOF:
WNHC-TV—seven days a week, sign on to sign off—delivers average audiences 210% greater than top New York City station reaching any part of the area; 244% greater than Hartford; 174% greater than New Britain. Kall KATZ for the proof: ARB, Nov. 1956; PULSE, Oct. 1956; NIELSEN NCS #2, 1956.

A TRIANGLE STATION

WNHC-TV

NEW HAVEN-HARTFORD, CONN.

Channel 8

ABC-TV · CBS-TV

Represented by KATZ

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N. Y.
WHGB-AM, Harrisburg, Pa. / WFBG-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn.
National Sales Office, 485 Lexington Avenue, New York 17, New York



...ESPECIALLY IN HARTFORD!

THIS is Eastern Connecticut

$6,160 Income Per Family • $4,061 Sales Per Family

The big Eastern Connecticut market has 15% more money to spend than any average market its size . . . and buys 12% more goods—offering king-size potentials in all categories.

Food sales, for example, are 40% above average, automotive 13%, drug 22%, gasoline 58%.

No question about Eastern Connecticut being a preferred market . . . for both quantity and quality — responsiveness on a big scale. But there's one thing to remember when you map your sales and advertising plans—its *isolated*. You can't sell it by working the edges with outside circulation. You need the Norwich Bulletin —only newspaper that delivers a broad solid advertising impact on Eastern Connecticut's $301,903,000 income.

Population	156,800
Families	49,000
Income	$301,903,000
Income Per Fam.	6,160
Retail Sales	199,803,000
Sales Per Fam.	4,061
Food	56,992,000
Eating, Drinking	15,304,000
General Mdse.	19,906,000
Apparel	12,456,000
Furn.-Hshld.	10,026,000
Automotive	35,932,000
Gasoline	19,178,000
Lumb.-Hdwre.	13,974,000
Drug	6,874,000

NORWICH BULLETIN . . . NORWICH, CONN.

and Norwich Sunday Record

Represented by The Julius Mathews Special Agency, Inc.

RETAIL SALES — SM ESTIMATES, 1956 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

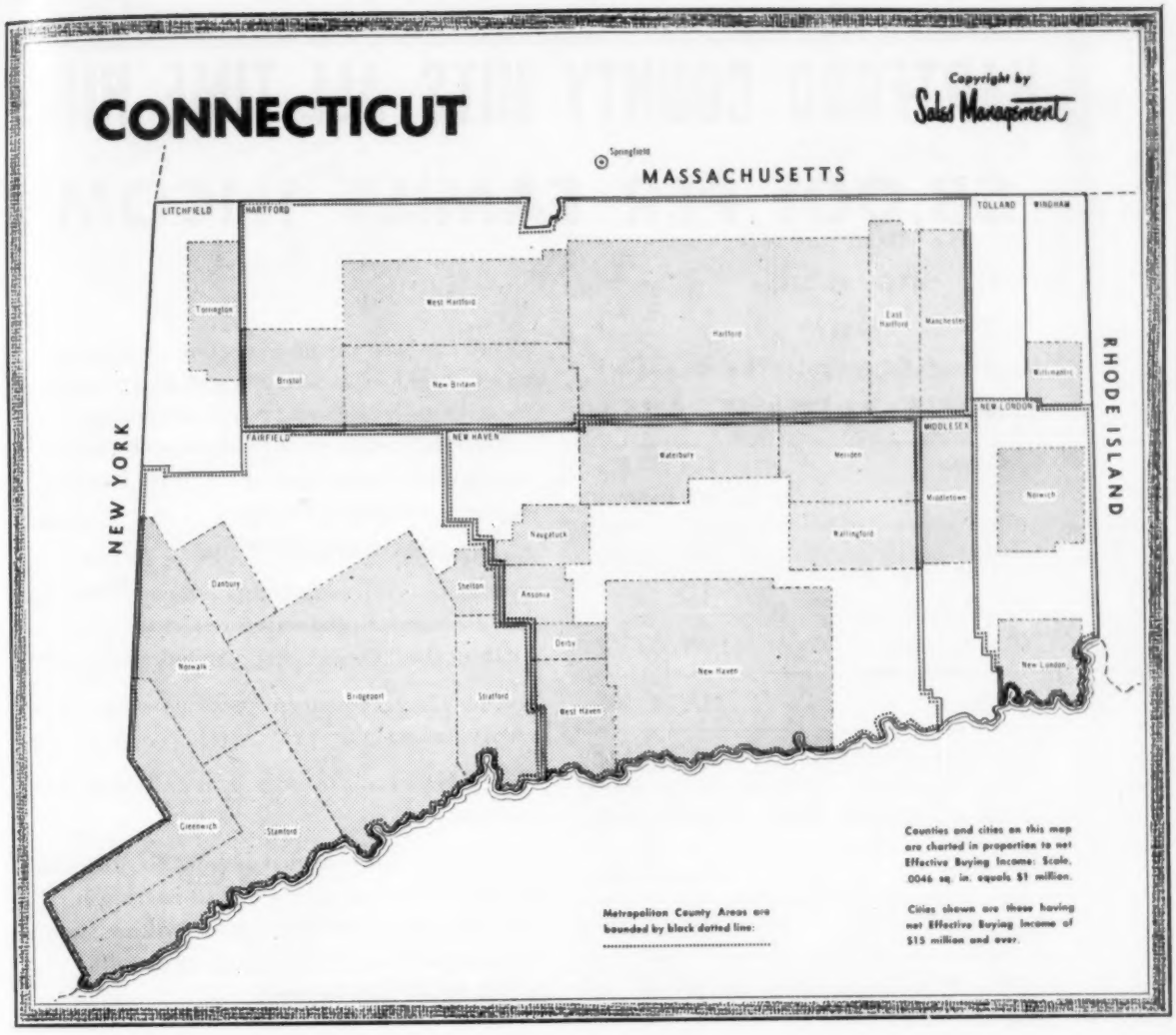
CONN. COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
New London	237	215,321	.1118	4,449	.1034	108	114	48,819	13,110	19,214	11,996	11,203	34,527	14,097	13,814	5,575
△New London		74,349	.0386		.0258	140	210	15,574	4,777	7,882	6,114	5,449	16,645	2,837	4,586	1,979
△Norwich		58,489	.0304		.0250	112	136	12,724	2,396	9,218	4,025	3,347	7,809	3,724	4,778	1,616
Colland		41,141	.0214	2,743	.0329	98	64	10,002	2,721	2,069	1,160	1,488	7,793	4,290	3,206	1,129
Rockville		17,815	.0093		.0075	142	175	4,784	803	784	829	840	3,915	871	890	517
Windham		62,208	.0427	3,933	.0420	102	104	19,702	4,031	6,196	3,331	4,421	18,945	4,848	4,127	1,818
Willimantic		36,798	.0191		.0126	147	222	8,412	1,876	2,734	1,875	2,296	8,241	1,741	1,790	702
Putnam City		14,217	.0074		.0056	112	148	3,979	435	1,565	552	659	2,925	661	682	643
Total Above Cities		2,362,467	1.2273		1.1195	127	139	531,361	160,095	289,062	211,536	153,985	396,787	117,752	139,302	81,071
State Total		3,181,074	1.6525	4,706	1.6764	122	121	747,679	222,821	333,178	238,867	187,185	539,158	183,256	205,604	107,288

SM Standard (A) and Potential (Δ) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

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Even longer than that *The Hartford Times* has been selected by the Hartford Merchants as the top producing advertising medium in this rich market.

(See Page 273)



powerful...
NEW LONDON
does it again!

Once more — high spending New London zooms far above Connecticut average family sales in every retail sales category!

The Day
NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN

AVERAGE RETAIL SALE PER FAMILY

	Conn.	New London	% Lead
TOTAL RETAIL	$4,706	$8,261	76%
Food	1,106	1,730	47%
Gen. Mdse.	492	875	78%
Furniture	276	605	119%
Apparel	353	679	92%
Automotive	797	1,849	132%

Source: S. M. '57 Survey

Only THE DAY — New London's one-and-only local daily — covers this rich 66,547 ABC City Zone. No other paper even comes close! Boost your sales here — and now!

HARTFORD COUNTY HITS ALL-TIME HIGH!

$8,001 PER FAMILY INCOME!

Hartford County Is The Heart Of WDRC'S PRIMARY AREA

Population	1,281,800 374,400 Families
Effective Buying Income	$2,744,425,000 $7,356 Per Family
Total Retail Sales	$1,706,300,000
Food Sales	$376,362,000
General Merchandise	$221,644,000
Furniture, Household, Radio	$98,259,000
Automotive	$284,567,000
Drugs	$60,917,000

Figures From Sales Management Based on May 10, 1957 Survey of Buying Power

WDRC has been around a long time . . . 35 years in fact . . . and we've been bragging all this time about the amazing buying power around here. But even at WDRC, we're bowled over by Sales Management's latest figure of $8,001 per family income in a market of this size.

Equally amazing, Hartford industries are still expanding . . . still adding engineers and other skilled workers. By the way, if you know any, tell them about the career opportunities in Hartford.

And don't forget your own opportunities here, to do a bigger selling job.

The market is made to order . . . and all the media are good.

We must say, however, that with WDRC's Sundial Saturation Plan you get the best all-time buy in radio. Ask about it. Write or phone William Malo, Commercial Manager, for full, down-to-earth details. Or see Paul Raymer.

WDRC

HARTFORD 12, CONNECTICUT

BASIC CBS 5,000 WATTS

Franklin Doolittle, President. Walter Haase, General Manager. William Malo, Commercial Manager. Represented by Raymer.

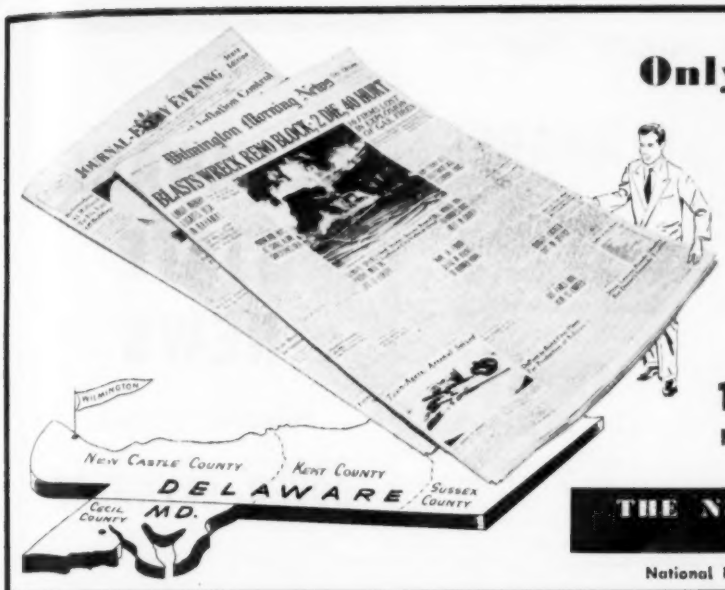
RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CONN. METRO. AREAS	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Bridgeport-Stamford-Norwalk	19	880,917	.4576	5,045	.4702	133	130	220,923	59,131	84,399	66,679	52,859	148,218	46,162	69,787	28,916
Hartford-New Britain	63	877,258	.4557	4,825	.4671	126	123	187,701	64,525	123,304	61,498	52,252	148,917	52,135	44,873	33,059
△Middletown	230	97,275	.0505	4,567	.0496	111	113	21,379	6,109	9,111	5,565	4,744	20,230	6,399	8,237	3,485
New Haven-Waterbury	97	842,299	.4376	4,672	.4351	120	121	201,288	65,710	80,611	79,479	54,617	137,838	47,913	47,338	28,448
△New London-Norwich	237	215,321	.1118	4,449	.1054	108	114	48,819	13,110	19,214	11,996	11,203	34,527	14,097	13,814	5,575
Total Above Areas		2,913,070	1.5132	4,804	1.5274	124	123	680,110	208,585	316,639	225,215	175,675	485,730	165,706	184,029	99,483

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DELAWARE —

(Other South Atlantic States: District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Map, page 288

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Dover	Kent	7.5	184	23	19	18	17	15	19	21	11	5
Milford	Sussex	5.9	142	21	18	15	15	13	12	17	6	5
Newark	New Castle	8.9	110	23	32	4	4	7	4	16	4	2
Wilmington	New Castle	112.0	1,845	414	348	132	193	102	54	114	58	77

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Kent		52.5	.0311	15.5	10.3	70,133	.0247	1,336	4,525	17.9	3,917	38.6	14.5	28.2	23.9	24.1	31.4	5.8	11.8	3.3	18.4
Dover		7.5	.0044	2.5		12,250	.0043	1,633	4,900	2.7	4,468	35.9	11.8	26.3	19.6	25.4	29.0	7.1	12.7	5.3	26.9
1Milford																					
New Castle	164	270.4	.1602	77.1	225.4	586,199	.2065	2,168	7,603	90.7	6,463	22.7	5.2	23.4	12.0	33.6	26.5	11.9	14.8	6.4	41.5
▲Wilmington		112.0	.0663	32.7		219,863	.0775	1,963	6,724	40.8	5,393	24.2	6.6	25.6	15.8	32.2	30.4	10.9	16.2	7.1	31.0
Newark		8.9	.0053	2.4		18,363	.0065	2,063	7,651	4.1	4,447	40.0	13.2	20.2	15.1	25.5	29.3	9.2	18.7	5.1	25.8
Sussex		75.5	.0447	23.1	14.1	90,151	.0318	1,194	3,903	24.0	3,756	35.9	15.2	31.2	27.6	22.1	30.0	4.9	10.4	2.9	16.8
1Milford		5.9	.0035	1.7		8,358	.0029	1,417	4,916	2.1	3,893	38.8	14.6	27.7	23.6	24.7	32.4	5.6	11.6	3.2	17.8
Total Above Cities		134.3	.0795	39.3		258,834	.0912	1,927	6,586	49.8	5,199	26.8	7.6	25.3	16.1	30.9	30.4	10.3	15.9	6.7	30.0
State Total		398.4	.2360	115.7	249.8	746,474	.2630	1,874	6,452	132.6	5,629	27.8	7.2	25.5	15.0	30.2	27.4	9.8	14.0	6.7	36.4

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956: Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Wilmington	164	326.5	.1934	93.9	250.8	686,711	.2419	2,103	7,313
Total Above Area		326.5	.1934	93.9	250.8	686,711	.2419	2,103	7,313

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956: Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Kent		78,232	.0396	4,915	.0304	98	127	10,848	3,272	8,879	2,324	3,464	16,184	3,861	5,267	1,684
Dover		31,759	.0165		.0080	182	375	4,625	1,259	5,336	1,569	1,389	7,542	1,238	1,748	605
1Milford																

1 Milford is in both Kent and Sussex Counties.

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Before using these figures, read foreword, page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

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DELAWARE

RETAIL SALES— SM ESTIMATES, 1956 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
New Castle	164	366,092	.1902	4,748	.1924	120	119	75,851	23,462	51,610	28,376	22,143	48,540	22,467	18,970	12,097
▲Wilmington		263,014	.1366		.0930	140	206	46,351	14,515	40,174	26,069	20,076	37,983	10,421	8,909	8,628
Newark		17,309	.0090		.0070	132	170	4,097	1,234	822	828	735	4,021	1,186	1,274	709
Sussex		101,809	.0529	4,407	.0407	91	118	16,145	4,248	2,778	3,823	4,159	16,614	5,918	6,864	2,271
1Milford		17,414	.0090		.0049	140	257	3,134	406	1,549	572	1,394	6,219	635	1,016	666
Total Above Cities		329,496	.1711		.1129	142	215	58,207	17,414	47,881	29,038	23,594	55,765	13,480	12,947	10,608
State Total		544,133	.2827	4,703	.2635	112	120	102,844	30,982	63,267	34,523	29,766	81,338	32,246	31,121	16,052

METRO. AREA		RETAIL SALES— SM ESTIMATES, 1956														
Wilmington	164	423,371	.2199	4,509	.2257	117	114	88,893	27,080	54,277	30,787	26,109	58,944	26,258	23,184	13,354
Total Above Area		423,371	.2199	4,509	.2257	117	114	88,893	27,080	54,277	30,787	26,109	58,944	26,258	23,184	13,354

DISTRICT OF COLUMBIA — (Other South Atlantic States: Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia.)

Map, page 288

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Washington, D. C.	District of Columbia	868.2	6,730	1,484	1357	540	663	329	209	422	171	322

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
District of Columbia	157	868.2	.5143	254.7	868.2	1,958,222	.6900	2,255	7,686	375.0	5,222	23.7	6.8	26.7	17.1	30.8	30.6	11.1	17.4	7.7	28.1
▲Washington		868.2	.5143	254.7		1,958,222	.6900	2,255	7,688	375.0	5,222	23.7	6.8	26.7	17.1	30.8	30.6	11.1	17.4	7.7	28.1
Total Above Cities		868.2	.5143	254.7		1,958,222	.6900	2,255	7,688	375.0	5,222	23.7	6.8	26.7	17.1	30.8	30.6	11.1	17.4	7.7	28.1
State Total		868.2	.5143	254.7	868.2	1,958,222	.6900	2,255	7,688	375.0	5,222	23.7	6.8	26.7	17.1	30.8	30.6	11.1	17.4	7.7	28.1

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956: Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Washington	157	1,917.7	1.1360	541.8	1,601.8	4,343,399	1.5304	2,265	8,017

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956: Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Area		1,917.7	1.1360	541.8	1,601.8	4,343,399	1.5304	2,265	8,017

1 Milford is in Kent and Sussex Counties.

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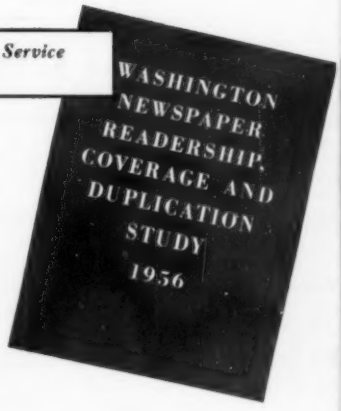
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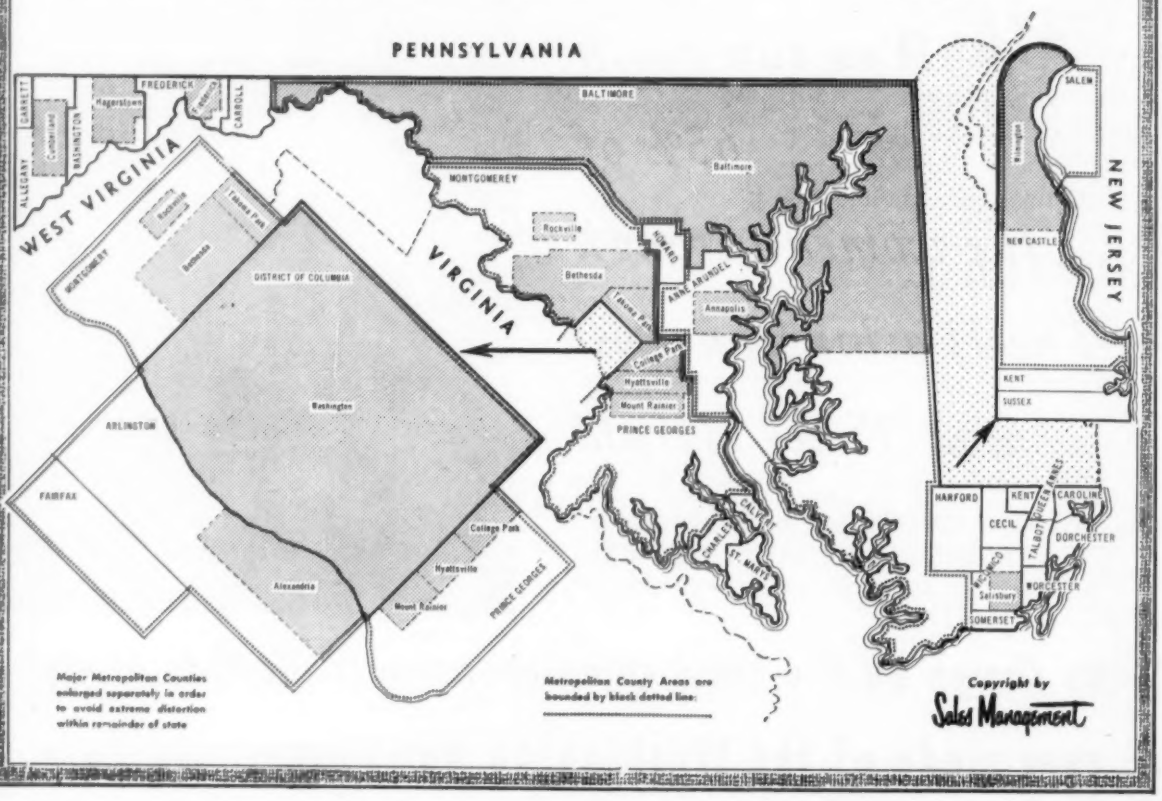
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MARYLAND-DELAWARE and District of Columbia

Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0019 sq. in. equals $1 million.

Cities shown are those having net Effective Buying Income of $15 million and over.



Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within remainder of state

Metropolitan County Areas are bounded by black dotted line:

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D. OF C. COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
District of Columbia	157	1,348,082	.7002	5,293	.6579	128	136	241,884	116,985	222,761	114,656	74,006	213,498	64,783	32,553	62,844
▲Washington		1,348,082	.7002		.6579	128	136	241,884	116,985	222,761	114,656	74,006	213,498	64,783	32,553	62,844
Total Above Cities		1,348,082	.7002		.6579	128	136	241,884	116,985	222,761	114,656	74,006	213,498	64,783	32,553	62,844
State Total		1,348,082	.7002	5,293	.6579	128	136	241,884	116,985	222,761	114,656	74,006	213,498	64,783	32,553	62,844
METRO. AREAS		**RETAIL SALES—SM ESTIMATES, 1956**														
Washington	157	2,366,032	1.2290	4,367	1.3611	120	108	540,630	179,798	340,651	160,580	102,509	404,878	146,718	104,220	110,590
Total Above Area		2,366,032	1.2290	4,367	1.3611	120	108	540,630	179,798	340,651	160,580	102,509	404,878	146,718	104,220	110,590

FLORIDA — (Other South Atlantic States: Delaware, District of Columbia, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia.)

Map, page 292 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Bartow	Polk	12.9	141	28	23	9	10	7	16	13	10	4
Bradenton	Manatee	19.0	324	52	46	33	32	28	27	37	17	14
Clearwater	Pinellas	30.1	495	78	78	40	49	45	29	51	27	18
Coral Gables	Dade	32.1	408	34	67	32	89	36	0	20	19	24
Daytona Beach	Volusia	41.9	688	99	143	43	73	46	32	60	27	32
De Land	Volusia	9.7	193	38	28	9	11	20	13	24	9	7
Delray Beach	Palm Beach	9.3	187	21	34	12	28	20	13	14	5	6
Fort Myers	Lee	20.4	374	58	51	33	28	26	23	45	24	16
Fort Pierce	St. Lucie	22.1	333	68	53	33	28	25	25	38	10	11
Fort Lauderdale	Broward	79.0	1,167	111	214	92	170	94	64	94	55	37

FLORIDA

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Gainsville	Alachua	30.6	348	68	47	25	44	27	29	45	12	13
Hialeah	Dade	53.5	287	31	59	39	16	30	5	29	22	11
Hollywood	Broward	27.5	449	62	99	50	47	41	18	36	13	12
Homestead	Dade	7.6	151	25	23	9	13	12	13	20	9	4
Jacksonville	Duval	228.3	2,876	667	430	299	214	155	140	291	100	139
Key West	Monroe	40.5	317	52	98	20	33	20	19	15	12	12
Lake City	Columbia	10.7	206	54	29	10	13	10	14	32	10	7
Lake Worth	Palm Beach	16.9	249	33	49	26	26	18	5	24	11	10
Lakeland	Polk	41.9	563	110	68	60	54	39	34	60	28	22
Leesburg	Lake	9.7	181	26	24	18	12	7	21	22	8	4
Marianna	Jackson	6.8	148	39	22	11	10	8	13	14	11	4
Melbourne	Brevard	14.0	165	20	39	5	13	7	15	30	8	8
Miami	Dade	261.1	4,963	719	1140	501	410	338	288	417	179	213
Miami Beach	Dade	52.1	1,311	173	268	81	367	50	10	39	19	57
Miami Shores	Dade	8.7	43	3	3	4	4	2	3	7	3	2
North Miami	Dade	27.3	204	15	38	21	20	20	3	26	20	11
Ocala	Marion	15.5	276	51	35	22	31	17	19	44	14	9
Orlando	Orange	76.5	1,282	193	208	106	116	100	93	123	64	53
Palatka	Putnam	14.1	205	47	35	10	15	17	19	22	8	10
Palm Beach	Palm Beach	5.6	246	20	39	14	69	29	3	7	1	3
Panama City	Bay	39.5	449	90	75	40	30	26	34	71	11	19
Pensacola	Escambia	60.2	866	250	139	60	81	48	45	74	23	23
Plant City	Hillsborough	14.6	202	47	31	10	16	16	13	27	14	7
Pompano Beach	Broward	11.6	170	27	37	12	18	10	11	13	10	7
Quincy	Gadsen	7.0	148	41	20	14	14	9	5	22	5	4
Sanford	Seminole	17.7	231	61	28	20	14	19	16	22	16	5
Sarasota	Sarasota	32.4	523	67	95	42	56	41	28	51	28	19
St. Augustine	St. Johns	17.5	344	55	81	24	23	23	16	42	13	12
St. Petersburg	Pinellas	144.7	1,622	236	347	137	139	92	89	164	72	78
Tallahassee	Leon	40.8	490	101	66	37	59	25	32	68	29	12
Tampa	Hillsborough	239.6	2,947	626	550	288	153	187	158	310	143	119
Vero Beach	Indian River	7.5	149	16	25	6	17	15	11	21	10	7
Warrington	Escambia	20.5										
West Palm Beach	Palm Beach	54.3	821	73	173	63	65	73	64	92	44	34
Winter Haven	Polk	11.3	249	41	35	15	26	32	19	29	12	11
Winter Park	Orange	15.7	178	22	18	14	14	17	3	49	11	6

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Alachua		64.2	.0380	16.1	30.6	79,465	.0280	1,238	4,936	23.8	3,343	50.2	22.4	25.9	26.1	17.3	26.8	4.3	10.4	2.3	14.3
Gainesville		30.6	.0181	8.0		49,812	.0176	1,628	6,227	14.8	3,357	51.5	22.8	25.1	25.3	16.6	25.6	4.2	10.1	2.6	16.2
Baker		6.2	.0037	1.3		4,456	.0016	719	3,428	1.6	2,862	52.2	27.2	32.6	38.3	11.9	21.6	2.2	6.2	1.1	6.7
Bay		59.3	.0351	15.6	39.5	78,584	.0277	1,325	4,974	18.9	4,151	32.1	11.5	30.3	24.7	27.3	34.0	7.3	14.3	3.0	15.5
Panama City		39.5	.0234	11.1		52,132	.0184	1,320	4,697	12.3	4,229	30.9	10.9	30.6	24.4	27.8	34.0	7.6	14.6	3.1	16.1
Bradford		11.1	.0066	2.7	2.9	9,076	.0032	818	3,361	2.9	3,102	48.2	23.7	30.2	32.6	16.6	27.7	2.5	6.7	1.5	9.3
Brevard		49.1	.0291	15.9	20.9	64,790	.0228	1,320	4,075	17.8	3,640	40.6	16.6	30.4	28.1	22.0	31.3	4.6	10.4	2.4	13.6
Melbourne		14.0	.0083	4.5		17,490	.0062	1,249	3,887	4.8	3,666	39.8	16.2	29.6	27.1	23.2	33.9	5.1	11.3	2.3	12.5

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Before using these figures, read foreword, page 11.

In Tampa - Florida's Largest Planned Industrial Park!



ACREAGE PRICE-CONTROLLED

• The development of the Tampa Planned Industrial Park is controlled solely by Tampa's Committee of 100 — a group of industrialists, business and professional men. All acreage in the Park is price-controlled on a fair assessment basis.

Now, in Florida—in an area planned, zoned and organized for industry—you can select the size site you need from 1075 acres. You can obtain exactly the number of acres your plant requires for current operation and anticipated expansion. *There's plenty of room!*

The *Tampa Planned Industrial Park* is the largest in Florida — only seven miles from downtown Tampa and its deepwater port. Its location on high, level ground effects substantial savings in construction costs.

All utilities for normal industrial operation — power, water, sewerage, etc., — are planned at site. Park is served by two major railroads, with paved road access to arterial highways.

Remember! Tampa's year 'round mild climate permits peak production schedules right around the calendar. Recreational living builds employee morale — workers live better, feel better, work better — are more productive.

● *Get the facts on the Tampa Planned Industrial Park*—and other excellent sites available in Tampa. Write Henry Toland, Chairman, Committee of 100, Greater Tampa Chamber of Commerce. Location map, copy of booklet "Tampa Facts" and other information will be sent you promptly. All inquiries strictly confidential.

Tampa

HILLSBOROUGH COUNTY, FLORIDA

TAKE A LOOK AT

METROPOLITAN FORT LAUDERDALE

Broward County, Florida



In The Heart Of The Fabulous Gold Coast

1956 RETAIL SALES $336,481,000

***POPULATION**

Greater Ft. Lauderdale	119,598	Broward County	213,753
Families	41,241	Families	73,708

Net Effective Buying Income	$346,946,000	Eating & Drinking Places	$36,751,000
Per Capita Net Effective Buying Income	1,862	General Merchandise Sales	26,493,000
Per Family Net Effective Buying Income	5,573	Apparel Store Sales	33,227,000
County Retail Sales Per Family	5,274	Furn.-H'hold-Radio Sales	24,079,000
Food Store Sales	71,684,000	Automotive Sales	62,586,000
		Gasoline Station Sales	19,217,000
		Drug Store Sales	13,555,000

Sales Management May 10, 1957 Survey of Buying Power

*Public Utilities Estimates from active residential meters, September 1956.

No other medium covers the RICH FORT LAUDERDALE MARKET like the —

FORT LAUDERDALE NEWS DAILY & SUNDAY

Representatives: BURKE, KUIPERS & MAHONEY, INC. • PUBLISHERS' REPRESENTATIVES OF FLORIDA, Jacksonville, Fla.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

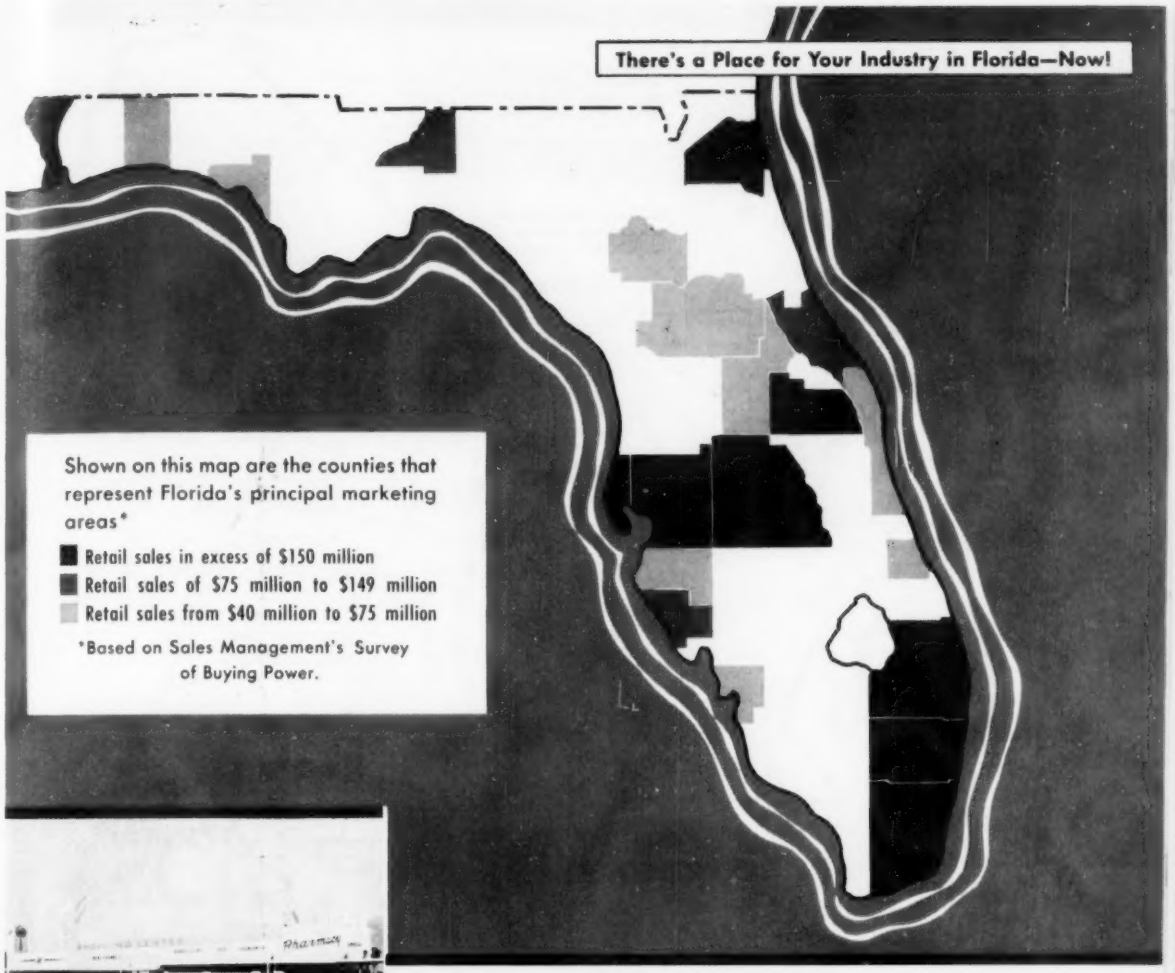
FLORIDA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
Broward	207	206.3	.1222	63.8	126.8	346,946	.1223	1,682	5,438	73.2	4,738	32.6	10.3	27.5	19.4	26.8	29.3	7.3	12.6	5.8	28.4
△Fort Lauderdale		79.0	.0468	26.4		147,136	.0518	1,862	5,573	30.2	4,871	31.7	9.7	26.9	18.8	27.5	29.3	7.7	12.8	6.2	29.6
Hollywood		27.5	.0163	9.4		53,258	.0188	1,937	5,666	10.6	5,013	31.4	9.3	27.1	18.3	26.9	27.8	7.8	12.6	6.8	32.0
Pompano Beach		11.6	.0069	3.2		13,194	.0046	1,137	4,123	3.2	4,094	41.8	15.2	28.3	23.2	18.3	23.2	7.3	14.6	4.3	23.8
Calhoun		7.3	.0043	1.9		5,205	.0018	713	2,739	1.9	2,773	58.9	31.6	27.8	33.9	9.8	17.7	2.3	6.7	1.8	10.1
Charlotte		5.6	.0033	1.9		6,447	.0023	1,151	3,393	2.0	3,230	47.4	21.9	32.0	33.4	15.2	24.4	3.5	8.7	1.9	11.6
Citrus		6.0	.0036	1.6		6,260	.0022	1,043	3,913	1.9	3,305	48.7	22.0	31.3	31.9	14.6	22.8	2.9	7.0	2.5	16.3
Clay		20.4	.0121	4.8	7.3	22,935	.0081	1,124	4,778	7.0	3,255	48.4	22.1	27.3	28.3	10.3	29.2	4.3	10.7	1.7	9.7
Collier		11.9	.0070	3.7		16,410	.0058	1,379	4,435	4.4	3,705	42.6	17.1	32.9	30.0	17.4	24.4	3.6	7.9	3.5	20.6
Columbia		20.6	.0122	5.3	10.7	20,463	.0072	993	3,861	6.2	3,303	44.0	19.9	31.1	31.6	19.7	30.9	3.7	9.1	1.5	8.5
Lake City		10.7	.0063	3.2		13,280	.0047	1,241	4,150	3.7	3,548	40.4	17.0	30.6	29.0	22.6	33.0	4.5	10.3	1.9	10.7
Dade	90	765.6	.4536	235.9	730.6	1,508,311	.5315	1,970	6,394	296.8	5,083	28.9	8.5	28.6	17.6	29.2	29.8	8.7	13.9	6.6	30.2
▲Miami		261.1	.1547	84.3		507,795	.1789	1,945	6,024	107.5	4,723	30.3	9.5	27.6	19.8	28.8	31.6	8.2	14.1	5.2	25.0
Miami Beach		52.1	.0309	18.7		155,223	.0547	2,979	8,301	24.3	6,417	29.7	6.9	24.4	12.8	23.9	19.3	9.3	11.8	12.7	49.2
Coral Gables		32.1	.0190	10.2		68,232	.0311	2,749	8,650	14.8	6,094	33.6	8.2	22.2	13.2	23.8	19.4	10.0	13.5	11.4	46.7
Hialeah		53.5	.0317	15.5		63,700	.0295	1,564	5,400	16.8	4,993	23.6	7.0	26.0	17.6	36.2	37.6	9.1	14.9	5.1	22.9
North Miami		27.3	.0162	8.4		47,468	.0167	1,739	5,651	9.0	5,277	22.1	6.2	24.5	15.7	37.0	36.3	10.6	16.3	5.8	25.5

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

There's a Place for Your Industry in Florida—Now!





Modern Facilities for Modern Living



Year-Round Fun Just Minutes Away

FLORIDA has more major markets than any other Southeastern state

Take a look at the Florida market map and note the number of markets with retail sales in excess of $40,000,000. Note especially the black areas—Metropolitan County Areas with retail sales of $150,000,000 or more. Florida has 9 such markets . . . more than any other southeastern state.

FLORIDA'S POPULATION, AS OF JULY 1, 1956, WAS 3,770,000. SINCE THEN THE GROWTH HAS PROCEEDED AT AN ESTIMATED RATE OF 3,000 NEW RESIDENTS A WEEK.

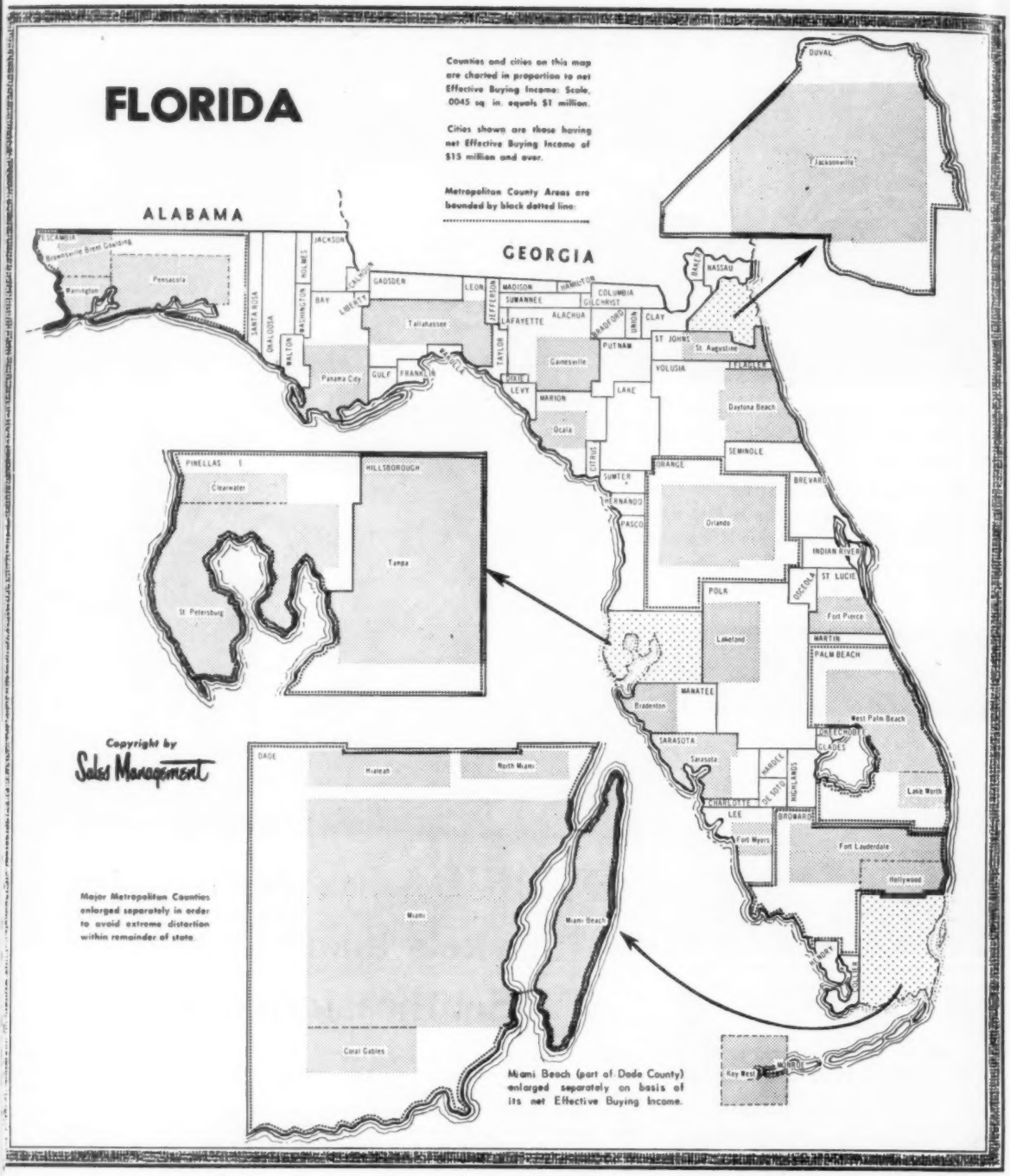
Florida's remarkable growth means more than markets. It means manpower for industry, too. Many of the new residents possess exceptional skills. Further, skilled workers from everywhere *want* to come to Florida.

Add the present and promising future markets to friendly natural and tax climates; ample industrial water; adequate power; strategic southeastern and Latin-American location; good air, rail, highway and water transportation and you'll sum up Florida as an ideal spot for your business or industry.

SEND COUPON TODAY FOR FLORIDA FACTS!
Florida Development Commission, 3606J
Caldwell Building, Tallahassee, Florida.
Please send me Facts about Florida on
Market, Labor, Health & Climate, Power, Government & Taxes, Transportation, Water Education & Culture, Natural Resources, Research.
Name _____
Address _____
Company _____
Title _____

FLORIDA

...land of good living



FLORIDA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Homestead		7.6	.0045	2.0		10,876	.0038	1,431	5,438	2.6	4,240	34.6	12.2	30.9	24.4	24.8	30.3	5.5	10.7	4.2	22.4
Miami Shores		8.7	.0052	2.8		24,385	.0086	2,803	8,709	3.2	7,702	27.4	5.3	18.5	8.0	25.2	17.0	12.5	13.3	16.4	56.4
Soto		9.1	.0054	2.3	4.8	8,980	.0031	987	3,904	2.7	3,378	42.3	18.7	32.3	32.1	19.8	30.4	3.9	9.6	1.7	9.2
le		3.9	.0023	.9		3,054	.0011	783	3,393	1.1	2,786	51.8	27.7	34.0	41.0	11.8	21.9	1.8	4.6	.8	4.8

SM, 1957.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Before using these figures, read foreword, page 11.

Table of Contents and Indexes on Pages 1, 3 and 5



When All-Florida Is Your Market Look to the PERRY NEWSPAPERS

You have to see Florida's cities to realize the growth and prosperity that are evident throughout the state—in small communities as well as large.

Florida has become a state of expanding communities, with strongly localized loyalties. In Florida there is no way to reach so many of these burgeoning communities as effectively as through the John H. Perry Newspapers, dailies in 9 major cities, the weeklies situated strategically and the All-Florida Magazine, now with an ABC circulation of more than 350,000, distributed through these papers.

When your market's ALL FLORIDA, you need the ALL-FLORIDA Newspaper group—the Perry dailies, weeklies and ALL-FLORIDA Magazine.

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- Palm Beach Post-Times
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- Melbourne Daily Times
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- Palm Beach Life
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Look at the map and see for yourself. Location—ideal!

Jacksonville's industrial transportation and commercial facilities are in step with Jacksonville's and Florida's population growth . . . 34-foot channel to the ocean, Intracoastal Canal, $35,000,000 electric plant expansion $90,000,000 expressway system, 4 Class 1 railroads, 14 motor freight lines, 4 major airlines, 51 steamship lines, new office buildings, warehouses, ample housing and manpower, excellent school system, wonderful year-round climate.

For the "JACKSONVILLE STORY" giving solid economic facts about Jacksonville or for a confidential, personalized report on Jacksonville's advantages for your plant, branch plant or warehouse, write:

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Jacksonville Area Chamber of Commerce
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FLORIDA

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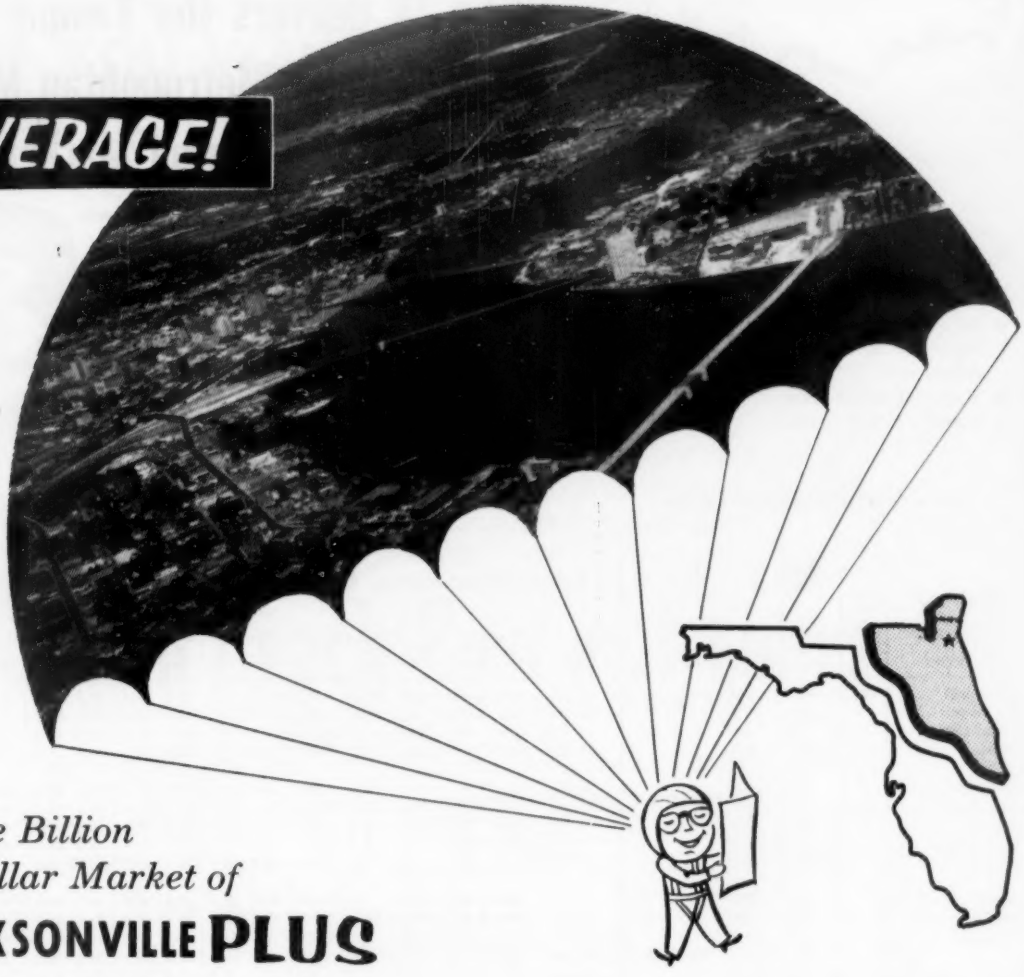
COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (theus.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Duval	69	408.4	.2425	115.5	331.7	624,396	.2208	1,525	5,406	139.2	4,484	31.0	10.3	28.7	21.5	28.3	32.8	7.7	14.0	4.3	21.4
▲Jacksonville		228.3	.1352	66.0		357,583	.1260	1,566	5,418	81.7	4,378	32.2	11.0	29.4	22.5	27.0	32.0	7.3	13.7	4.1	20.8
Escambia	242	156.1	.0925	41.6	118.0	205,138	.0723	1,314	4,931	80.6	4,058	34.4	12.6	28.4	23.8	27.8	35.5	6.5	13.2	2.9	15.1
△Pensacola		60.2	.0357	17.8		82,086	.0289	1,364	4,612	20.3	4,049	36.0	13.3	29.4	24.3	25.4	32.5	5.9	12.0	3.3	17.9
Warrington		20.5	.0121	5.5		30,251	.0107	1,476	5,500	5.5	5,452	18.0	4.9	22.5	13.9	40.6	38.6	13.6	20.4	5.3	22.2
Flagler		4.2	.0025	1.2		4,514	.0016	1,075	3,782	1.6	2,857	56.5	29.5	29.1	34.3	10.3	18.6	2.5	7.2	1.6	10.4
Franklin		5.1	.0030	1.5	2.8	4,704	.0017	922	3,136	1.6	2,942	51.5	26.1	31.5	35.9	12.9	22.7	2.9	8.2	1.2	7.1
Gadsden		39.5	.0234	7.9	15.4	27,225	.0096	689	3,446	8.9	3,066	54.1	26.3	27.2	29.9	13.1	22.1	3.8	10.2	1.8	11.5
Quincy		7.0	.0041	2.1		8,348	.0029	1,193	3,975	2.2	3,720	47.7	19.1	26.6	24.1	16.4	22.8	5.7	12.5	3.6	21.5
Gilchrist		2.7	.0016	.6		1,843	.0006	683	3,072	.7	2,822	60.7	34.5	26.3	33.8	10.4	20.8	1.6	4.9	1.0	6.3
Glades		2.8	.0016	.7		3,013	.0011	1,076	4,304	1.1	2,834	57.9	30.4	24.0	28.5	14.1	25.8	2.9	8.4	1.1	6.9
Gulf		9.9	.0059	2.7	3.8	10,104	.0035	1,021	3,742	2.9	3,490	46.3	17.2	32.6	31.5	20.8	30.8	4.5	10.5	1.8	10.0
Hamilton		9.0	.0053	2.2		6,135	.0022	682	2,789	2.3	2,662	56.4	31.6	29.3	37.1	12.5	24.2	1.3	4.1	.5	3.0
Hardee		12.0	.0071	3.3	3.5	12,275	.0043	1,023	3,720	3.5	3,527	45.4	19.2	30.5	29.1	17.0	24.9	4.4	10.2	2.7	16.6
Hendry		6.8	.0041	1.8		9,294	.0033	1,367	5,163	2.3	4,076	30.2	11.0	33.2	27.4	28.0	35.6	5.9	11.8	2.7	14.2
Hernando		8.1	.0048	2.3		8,622	.0030	1,064	3,749	2.5	3,488	41.6	17.7	32.8	31.6	18.8	27.9	4.9	11.6	2.0	11.2
Highlands		15.8	.0093	4.7	11.3	20,423	.0072	1,293	4,348	5.2	3,932	39.8	15.1	31.2	26.7	20.4	26.9	4.9	10.2	3.7	21.1

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

MONTHLY HIGH-SPOT CITIES SALES FORECAST

of next month's retail sales volume in more than 200 U. S. and Canadian cities. In every first issue of the month SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between the current *Survey* and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.

COVERAGE!



In the Billion Dollar Market of

JACKSONVILLE PLUS

Buyers of newspaper space should be concerned with much more than the general fact of circulation. They should properly be concerned with such questions and answers as these:

Q—How *dense* is the circulation of the Times-Union?

A—The Times-Union has 75% family coverage in Duval County (Jacksonville), over 50% family coverage in four counties, more than 20% in 25 counties and above 10% in 34 counties—PLUS 10% or better family coverage in *five* Georgia counties. (See map.)

Q—Does the Times-Union have *home-delivered* circulation?

A—Positively! A network of good roads connects Jacksonville with every community of consequence in a broad and prosperous trading territory of Florida and Southeastern Georgia. The Times-Union reaches the doorsteps of its trading territory subscribers each morning at an early hour.

Q—What *grades* of buying power does the Times-Union influence?

A—Nearly every home-delivered Times-Union goes to a home that falls within the choice buying-power levels. Consequently, the Times-Union has played—and is playing—a major role in shaping the buying habits of trading territory buyers.

Remember—in the market of JACKSONVILLE *PLUS—one* newspaper, the Times-Union, can do the job.

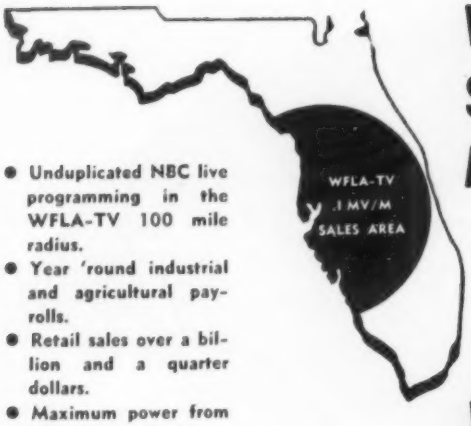
The Florida Times-Union

A Leader in the Growth and Development of Florida and the South for 92 Years

JACKSONVILLE, FLORIDA

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NBC Basic (Interconnected)

National Representative **BLAIR-TV, Inc.**

FLORIDA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Hillsborough	148	340.9	.2020	100.2	322.9	467,835	.1849	1,372	4,669	115.3	4,057	35.5	13.0	30.8	25.5	24.5	31.3	5.8	11.8	3.4	18.4
▲Tampa		239.6	.1419	74.7		355,144	.1251	1,482	4,754	87.4	4,062	35.3	12.9	30.9	25.7	24.6	31.4	5.8	11.7	3.4	18.3
Plant City		14.5	.0086	4.4		17,494	.0062	1,206	3,976	4.6	3,766	38.9	15.4	31.0	27.7	22.8	31.3	4.6	10.0	2.7	15.6
Holmes		12.0	.0071	2.8		7,901	.0028	658	2,822	3.2	2,479	63.1	37.9	24.8	33.7	10.3	21.5	1.4	4.5	.4	2.4
Indian River		16.1	.0095	4.7	7.5	20,792	.0073	1,291	4,424	5.1	4,046	36.4	14.1	33.2	27.7	19.7	25.2	4.3	8.7	4.4	24.3
Vero Beach		7.5	.0044	2.5		12,491	.0044	1,665	4,996	2.5	5,010	31.1	9.2	31.3	21.0	24.3	25.2	6.0	9.8	7.3	34.8
Jackson		35.2	.0209	8.4	6.8	26,623	.0094	756	3,169	9.3	2,864	56.4	29.4	28.2	33.0	11.6	21.0	2.3	6.6	1.5	10.0
Marianna		6.8	.0040	2.0		6,266	.0029	1,216	4,133	2.1	3,946	38.3	14.5	32.2	27.4	21.3	28.0	4.5	9.4	3.7	20.7
Jefferson		9.6	.0057	2.4		6,806	.0024	709	2,836	2.5	2,681	62.4	34.7	26.1	32.6	8.1	15.6	1.6	5.4	1.6	11.5
Lafayette		3.2	.0019	.7		2,257	.0008	705	3,224	.9	2,530	61.9	36.4	27.0	36.9	9.1	18.6	1.2	4.0	.8	5.1
Lake		45.1	.0267	13.2	16.7	56,232	.0198	1,247	4,260	15.1	3,731	42.4	16.9	31.0	28.0	18.6	26.1	4.6	10.1	3.2	18.9
Leesburg		9.7	.0057	3.1		13,511	.0048	1,393	4,358	3.4	3,962	35.7	13.4	31.6	26.9	23.5	30.7	6.2	12.7	3.0	16.3
Lee		33.2	.0196	10.1	29.4	46,309	.0163	1,395	4,585	11.9	3,893	40.7	15.6	30.3	26.1	20.1	28.6	5.3	11.1	3.6	20.4
Fort Meyers		20.4	.0121	6.4		30,496	.0107	1,495	4,765	7.8	3,930	40.6	15.4	29.7	25.3	20.5	27.1	5.6	11.7	3.6	20.5
Leon		62.6	.0371	15.3	45.4	87,019	.0307	1,390	5,688	23.6	3,681	46.5	18.8	25.5	23.3	18.7	26.3	6.3	14.0	3.0	17.6
Tallahassee		40.8	.0242	11.1		66,166	.0233	1,622	5,961	17.5	3,781	45.5	17.9	25.5	23.6	19.0	26.0	6.7	14.5	3.3	18.8
Levy		10.1	.0060	2.7		8,735	.0030	865	3,235	3.0	2,878	54.7	28.3	31.0	36.2	11.8	19.9	1.7	4.9	1.6	10.7
Liberty		2.3	.0014	.7		1,824	.0007	793	2,606	.7	2,606	59.8	31.8	27.3	32.6	8.9	16.5	2.2	6.3	1.8	12.8

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

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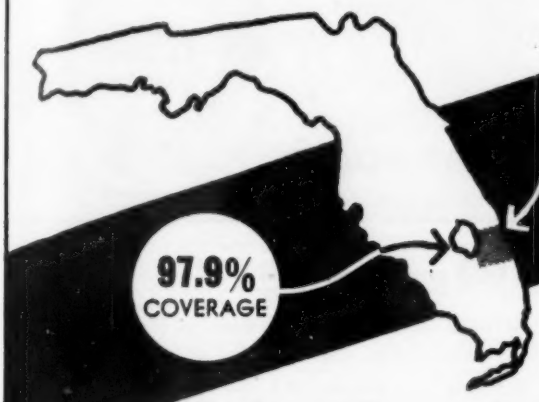
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

FLORIDA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Madison		14.1	.0083	3.3	3.1	9,212	.0032	653	2,792	3.3	2,689	50.7	33.1	25.7	32.3	11.4	21.9	2.2	6.6	1.0	6.1
Manatee		45.7	.0271	14.3	24.7	57,963	.0204	1,268	4,053	15.4	3,775	44.3	17.5	28.8	25.7	18.5	25.4	4.8	10.4	3.6	21.0
Bradenton		19.0	.0113	6.4		28,050	.0099	1,476	4,383	7.2	3,883	44.0	16.9	27.9	24.1	19.1	25.6	5.1	10.7	3.9	22.7
Marion		45.4	.0269	12.9	15.5	48,453	.0171	1,067	3,756	14.1	3,436	46.8	20.3	28.2	27.6	18.2	27.4	4.5	10.8	2.3	13.9
Ocala		15.5	.0092	4.8		20,573	.0072	1,327	4,286	5.4	3,784	42.5	16.7	28.2	25.2	20.4	28.0	5.8	12.4	3.1	17.7
Martin		10.2	.0060	3.2	3.9	12,531	.0044	1,229	3,916	3.3	3,850	46.0	17.8	30.8	26.8	14.4	19.4	4.3	9.2	4.5	26.8
Monroe		48.0	.0285	13.1	40.5	71,263	.0251	1,485	5,440	21.8	3,267	49.0	22.3	26.0	26.9	20.0	31.7	3.2	8.0	1.8	11.1
Key West		40.5	.0240	12.0		65,603	.0231	1,620	5,467	17.9	3,663	39.6	16.1	30.4	27.9	23.1	32.7	4.6	10.3	2.3	13.0
Nassau		15.6	.0092	3.8	5.5	14,961	.0053	959	3,937	4.2	3,582	38.5	16.0	30.9	29.0	23.8	34.5	5.1	11.6	1.7	8.9
Okaloosa		53.0	.0314	11.8	9.9	64,746	.0228	1,222	5,487	19.1	3,394	43.5	19.1	28.9	28.7	21.5	32.8	4.5	10.9	1.6	8.5
Okeechobee		4.3	.0025	1.1		4,180	.0014	972	3,800	1.4	3,062	50.6	24.6	29.9	33.0	14.8	25.0	3.2	8.4	1.5	9.0
Orange	104	198.1	.1182	59.9	108.2	304,497	.1073	1,853	5,083	71.0	4,290	38.5	12.3	29.9	23.5	23.8	28.7	6.4	12.1	4.4	23.4
▲Orlando		76.5	.0453	24.9		136,270	.0480	1,781	5,473	30.1	4,526	34.3	11.3	29.0	21.5	24.3	27.8	7.2	13.1	5.2	26.3
Winter Park		15.7	.0093	5.3		33,029	.0116	2,104	6,232	7.2	4,579	38.5	12.5	26.1	19.2	22.0	24.9	7.4	13.2	6.0	30.2
Osceola		13.4	.0080	4.5	8.7	14,938	.0053	1,115	3,320	5.0	2,989	50.9	25.5	31.9	36.1	13.4	23.5	2.5	6.9	1.3	8.0
Palm Beach	159	177.4	.1050	56.1	107.6	277,604	.0978	1,565	4,948	67.5	4,111	39.5	14.3	28.9	23.7	21.8	27.4	5.5	11.0	4.3	23.6
▲West Palm Beach		54.3	.0322	17.9		88,599	.0312	1,632	4,950	21.0	4,217	36.0	12.7	30.0	24.0	23.7	29.2	6.1	11.7	4.2	22.4
Palm Beach		5.6	.0033	1.7		21,748	.0077	3,884	12,793	3.0	7,159	32.4	6.8	24.8	11.6	18.7	13.5	7.4	8.5	16.7	59.6
Lake Worth		16.9	.0100	5.7		27,131	.0096	1,605	4,760	6.9	3,909	42.6	16.2	26.9	23.1	21.0	27.9	5.9	12.3	3.6	20.5
Delray Beach		9.3	.0055	3.0		15,117	.0053	1,625	5,039	3.1	4,855	34.1	10.5	27.5	18.9	24.2	25.9	7.6	12.8	6.6	31.9
Pasco		25.7	.0153	7.7	4.8	26,381	.0100	1,104	3,686	8.8	3,358	44.2	19.6	34.1	34.3	16.3	25.1	3.3	8.0	2.1	13.0

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.

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FLORIDA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
1 Pinellas	148	245.8	.1456	68.2	208.9	417,534	.1472	1,699	4,844	86.5	4,238	36.4	12.8	29.4	23.4	23.9	29.2	8.0	11.5	4.3	23.1
▲St. Petersburg		144.7	.0857	54.4		259,189	.0913	1,791	4,765	61.8	4,192	36.8	13.1	29.5	23.6	23.6	29.2	5.9	11.5	4.2	22.6
Clearwater		30.1	.0178	10.4		55,843	.0197	1,855	5,370	12.2	4,593	34.0	11.0	28.6	20.9	25.1	28.4	6.8	12.1	5.5	27.6
Polk	220	162.2	.0961	48.1	85.1	214,447	.0755	1,322	4,452	51.3	4,182	35.2	12.5	30.9	24.8	24.2	30.0	5.7	11.2	4.0	21.5
△Lakeland		41.9	.0248	13.6		70,206	.0247	1,676	5,163	16.4	4,292	36.9	12.8	28.3	22.2	23.9	28.9	6.4	12.1	4.5	24.0
Winter Haven		11.3	.0067	3.8		17,537	.0062	1,552	4,618	4.0	4,340	34.5	11.8	28.1	23.0	26.8	31.9	6.3	11.7	4.4	23.6
Bartow		12.9	.0076	3.8		19,760	.0070	1,532	5,200	4.2	4,726	29.0	9.1	31.3	22.4	26.7	29.3	7.6	13.1	5.4	26.1
Putnam		29.7	.0176	8.2	14.1	32,751	.0116	1,103	3,994	9.1	3,586	45.2	18.8	28.4	26.7	18.7	27.1	5.0	11.3	2.7	18.1
Palatka		14.1	.0084	3.9		17,574	.0062	1,246	4,625	4.7	3,735	42.4	16.9	29.7	26.9	19.2	26.6	5.7	12.4	3.0	17.2
St. Johns		30.9	.0183	8.9	17.5	39,850	.0140	1,290	4,478	10.6	3,775	42.9	16.9	30.0	28.8	19.5	26.7	4.1	8.9	3.5	20.7
St. Augustine		17.5	.0104	5.6		24,532	.0086	1,402	4,381	6.3	3,879	40.3	15.5	30.2	26.3	21.4	28.5	4.6	9.7	3.5	20.0
St. Lucie		29.3	.0174	8.0	22.1	39,691	.0140	1,355	4,961	9.7	4,102	34.3	12.5	30.8	25.3	25.6	32.3	5.9	11.7	3.4	18.2
Fort Pierce		22.1	.0131	6.5		31,265	.0110	1,415	4,810	7.7	4,073	34.7	12.7	30.9	25.4	25.3	32.3	5.6	11.7	3.3	18.0
Santa Rosa		22.7	.0134	5.6		20,360	.0071	897	3,636	6.6	3,091	49.5	23.4	29.6	32.3	17.6	29.9	2.9	7.5	1.2	6.9
Sarasota		50.6	.0300	16.6	32.4	83,198	.0294	1,644	5,012	18.6	4,478	38.0	12.9	29.2	22.0	22.6	26.1	6.8	12.5	5.4	27.4
Sarasota		32.4	.0192	10.8		56,448	.0199	1,742	5,227	12.5	4,502	38.0	11.9	29.0	21.8	22.5	25.9	7.0	12.6	5.5	27.8
Seminole		35.4	.0210	10.1	17.7	39,065	.0137	1,104	3,868	11.4	3,441	48.6	21.0	29.0	28.4	15.6	23.5	4.0	9.6	2.8	17.5
Sanford		17.7	.0105	5.8		22,310	.0079	1,260	3,847	6.2	3,590	47.2	19.6	28.3	26.5	16.5	24.2	4.5	10.3	3.2	19.4
Sumter		10.8	.0064	2.9		10,427	.0037	965	3,596	3.2	3,272	46.9	21.3	29.5	30.4	17.8	28.2	4.1	10.2	1.7	9.9
Suwanee		16.0	.0096	4.0	3.9	12,973	.0046	811	3,243	4.5	2,867	64.2	26.2	26.3	33.1	14.0	25.3	2.5	7.2	1.0	8.2
Taylor		13.5	.0079	3.6	1.0	12,226	.0043	906	3,396	4.2	2,909	51.2	26.2	31.4	36.3	13.9	24.8	2.6	7.3	0.9	8.4
Union		7.9	.0047	.9		3,215	.0011	407	3,572	1.2	2,769	56.8	30.5	30.1	36.7	9.7	18.2	2.1	6.1	1.3	8.8
Volusia	197	98.3	.0571	31.4	66.6	143,415	.0506	1,459	4,567	37.3	3,848	42.2	16.4	29.0	28.3	20.1	27.1	5.2	11.0	3.5	29.2
△Daytona Beach		41.9	.0248	14.6		68,533	.0241	1,636	4,694	17.2	3,981	41.3	15.4	29.1	24.7	20.1	26.2	5.5	11.2	4.0	22.5
De Land		9.7	.0057	3.2		15,018	.0053	1,548	4,693	4.2	3,559	46.4	19.4	28.0	26.5	18.1	26.3	4.7	10.8	2.8	17.0
Wakulla		4.8	.0028	1.3		3,412	.0012	711	2,625	1.3	2,678	56.8	31.6	29.8	37.6	11.1	21.6	1.3	3.8	.9	5.4
Walton		14.9	.0088	3.8	3.2	11,778	.0041	790	3,099	4.1	2,899	54.6	28.1	27.4	31.9	14.3	25.7	2.6	7.3	1.2	7.0
Washington		11.3	.0067	2.9	2.9	8,185	.0029	724	2,822	3.0	2,722	58.1	31.8	27.1	33.6	11.7	22.3	2.1	6.4	1.0	6.0
Total Above Cities		1,960.2	1.1611	621.3		3,340,152	1.1768	1,704	5,376	751.9	4,442	34.7	11.6	28.5	21.6	25.1	29.3	6.9	12.7	4.8	24.8
State Total		3,929.3	2.3277	1,153.3	2,687.6	5,882,656	2.0923	1,499	5,075	1,384.0	4,229	36.6	12.9	28.8	22.8	24.1	29.6	6.3	12.2	4.2	22.5

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Daytona Beach	197	98.3	.0571	31.4	66.6	143,415	.0506	1,459	4,567
△Fort Lauderdale	207	206.3	.1222	63.8	126.5	346,946	.1223	1,682	5,438
Jacksonville	69	409.4	.2425	115.5	331.7	624,396	.2200	1,525	5,406
△Lakeland	220	162.2	.0961	48.1	85.1	214,447	.0755	1,322	4,452
Miami	90	785.6	.4536	235.9	730.0	1,508,311	.5315	1,970	6,394
Orlando	104	196.1	.1162	59.9	106.2	304,497	.1073	1,553	5,083

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Pensacola	242	156.1	.0925	41.6	115.6	205,138	.0723	1,314	4,931
Tampa-St. Petersburg	148	608.7	.3478	186.4	531.6	885,369	.3121	1,500	4,750
West Palm Beach	159	177.4	.1050	58.1	107.6	277,604	.0978	1,565	4,948
Total Above Areas		2,756.1	1.6328	836.7	2,265.9	4,510,123	1.5894	1,636	5,390

1 Special census information received too late for inclusion above indicates a February 1 population for Pinellas County of 257.4 thousand.

Before using these figures, read foreword, page 11.

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Careful reading of the explanatory introduction, starting on page 11, will help you make the most profitable use of the Survey of Buying Power data.

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MIAMI*

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- 3,000,000 tons of Port Traffic
- 55,300,000 tons of Air Cargo to Latin America
- Number one nationwide rank in increase of bank deposits

WCKT NBC Miami Channel 7



Nationally represented by NBC Spot Sales

FLORIDA — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
achua		67,843	.0352	4,201	.0322	85	93	16,070	3,458	3,591	5,121	3,138	15,055	6,676	5,361	2,362
Gainesville		53,699	.0279		.0208	115	154	12,403	2,379	2,596	4,899	2,901	13,442	4,462	3,467	1,880
ker		4,371	.0022	3,362	.0022	59	59	1,301	141	447	62	48	817	630	220	142
y		63,821	.0332	4,039	.0308	88	95	15,103	5,064	6,635	4,076	4,025	11,218	6,217	4,937	2,251
Panama City		55,076	.0286		.0225	96	122	11,837	3,251	6,152	4,036	3,939	11,094	4,904	4,683	1,900
adford		7,697	.0040	2,851	.0041	62	61	2,049	493	204	475	520	1,691	1,379	155	298
evard		67,292	.0350	4,054	.0278	98	120	18,524	5,609	2,626	2,955	3,400	12,009	8,791	5,614	2,827
Melbourne		24,244	.0126		.0085	102	152	6,314	1,855	737	1,429	1,483	5,299	2,785	1,809	1,025
eward	207	336,481	.1747	5,274	.1380	113	143	71,684	36,751	26,493	33,227	24,079	62,588	19,217	21,310	13,555
△Fort Lauderdale		198,521	.1031		.0662	141	220	33,232	16,322	20,885	24,576	16,767	38,927	9,548	13,990	7,124
Hollywood		63,172	.0328		.0225	138	201	15,355	5,606	3,546	6,253	4,495	13,166	2,979	3,452	3,088
Pompano Beach		22,400	.0116		.0072	104	168	6,186	1,710	849	1,747	947	4,493	1,729	1,957	787
ilhoun		6,482	.0034	3,412	.0028	83	79	1,177	150	692	231	188	1,045	873	212	323
arlotte		6,962	.0036	3,964	.0029	88	109	2,130	770	399	185	269	1,478	765	360	175
rus		6,550	.0034	4,094	.0028	78	94	1,672	1,268	258	109	20	457	1,488	574	271
ay		8,900	.0047	1,780	.0079	65	39	2,091	573	512	211	192	2,827	1,547	374	419
illier		16,093	.0083	4,349	.0068	97	119	3,221	2,061	1,027	927	582	1,074	2,051	2,059	728
lumbia		16,707	.0087	3,152	.0086	70	71	3,707	1,565	1,101	838	1,210	3,494	2,179	838	368
Lake City		15,423	.0080		.0060	95	127	3,545	1,268	999	836	1,210	3,385	1,771	838	368
ade	90	1,376,960	.7153	5,837	.5711	126	158	300,057	150,288	127,374	138,265	82,720	249,417	79,798	97,769	51,868
▲Miami		784,685	.4076		.2427	157	263	151,474	69,216	108,718	70,248	50,720	183,724	38,239	36,183	24,018
Miami Beach		144,217	.0749		.0560	181	242	26,470	32,580	3,503	44,409	4,251	5,112	4,912	1,538	8,166
Coral Gables		101,297	.0526		.0351	185	277	21,001	7,087	3,237	12,980	6,191	18,915	4,065	16,310	3,152
Hialeah		46,539	.0242		.0284	90	76	15,970	6,213	2,817	1,163	4,137	486	3,799	6,022	1,955
North Miami		45,360	.0236		.0187	115	146	4,725	3,544	1,484	1,867	11,331	7,848	4,071	4,631	2,144
Homestead		35,248	.0183		.0083	184	407	9,047	1,223	1,814	917	1,453	9,914	2,333	3,376	1,486
Miami Shores		28,739	.0149		.0098	188	287	3,074	150	178	559	137	20,828	838	675	1,595

* Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

For special data on a wide variety of national sales potentials, see pages 205-208

An inescapable fact...

Miami is the fastest growing major market in the U.S.A.

TOP THIRTY METROPOLITAN AREAS • U.S.A.

RETAIL SALES 1948	Add (000)	RETAIL SALES 1956	Add (000)	INCREASED RETAIL DOLLAR VOLUME 1948-56	Add (000)	RETAIL SALES GROWTH RATE 1948-56	
New York	$12,473,435	New York	$17,498,328	New York	$5,024,893	**Miami 1st**	**138.4**
Chicago	5,928,232	Chicago	8,524,669	Los Angeles	3,801,092	San Diego	98.2
Los Angeles	4,684,083	Los Angeles	8,485,175	Chicago	2,596,437	Los Angeles	81.1
Philadelphia	3,257,397	Philadelphia	4,839,015	Detroit	1,785,562	Dallas	76.4
Detroit	2,973,070	Detroit	4,758,632	Philadelphia	1,581,618	Denver	76.3
Boston	2,675,555	Boston	3,864,632	Boston	1,189,077	Atlanta	75.6
San Francisco	2,351,286	San Francisco	3,536,965	San Francisco	1,185,679	Columbus	72.7
Pittsburgh	1,942,568	Pittsburgh	2,617,236	Cleveland	904,815	Houston	72.2
St. Louis	1,540,790	Cleveland	2,388,956	Washington D.C.	894,436	Bridgeport	64.4
Cleveland	1,484,141	Washington D.C.	2,366,032	**Miami 10th**	**799,477**	Cleveland	61.0
Washington D.C.	1,471,596	St. Louis	2,288,574	St. Louis	747,784	Washington D.C.	60.8
Minn.-St. Paul	1,238,826	Baltimore	1,797,967	Pittsburgh	674,668	New Orleans	60.3
Baltimore	1,192,237	Minn.-St. Paul	1,672,761	Baltimore	605,730	Detroit	60.1
Buffalo	1,005,435	Buffalo	1,501,178	Houston	590,940	Milwaukee	59.1
Kansas City	977,848	Milwaukee	1,451,481	Milwaukee	539,197	Hartford	58.3
Milwaukee	912,284	Houston	1,409,543	Dallas	538,318	Cincinnati	54.2
Cincinnati	863,202	**Miami 17th**	**1,376,960**	Atlanta	507,470	Seattle	50.8
Houston	818,603	Kansas City	1,370,978	San Diego	496,792	Baltimore	50.8
Portland (Ore.)	765,854	Cincinnati	1,331,119	Buffalo	495,743	San Francisco	50.4
Seattle	749,133	Dallas	1,243,122	Cincinnati	467,917	Buffalo	49.3
Dallas	704,804	Atlanta	1,178,805	Denver	451,050	Philadelphia	48.6
Atlanta	671,335	Seattle	1,129,831	Minn.-St. Paul	433,935	St. Louis	48.5
Indianapolis	617,249	Denver	1,042,393	Kansas City	393,130	Indianapolis	47.7
Denver	591,343	Portland	1,013,646	Seattle	380,698	Boston	44.4
Miami 25th	**577,483**	San Diego	1,002,462	Columbus	364,186	Chicago	43.8
Hartford	554,336	Indianapolis	911,459	Bridgeport	344,993	New York	40.3
New Orleans	552,629	New Orleans	885,619	New Orleans	332,990	Kansas City	40.2
Bridgeport	535,924	Bridgeport	880,917	Hartford	322,922	Minn.-St. Paul	35.0
San Diego	505,670	Hartford	877,258	Indianapolis	294,210	Pittsburgh	34.7
Columbus	500,863	Columbus	865,049	Portland	247,792	Portland	32.4
Total	**$55,117,211**		**$84,110,762**		**$28,993,551**		**52.6**

Market Research Dept.
MIAMI DAILY NEWS

Source For Data: 1948 Retail Sales—U.S. Census
1956 Retail Sales—"Sales Management"

1st in rate of Retail Sales growth

10th in increased dollar volume

17th in Retail sales

The Miami News has outpaced the market... gaining 7,300,000 lines of advertising since 1951



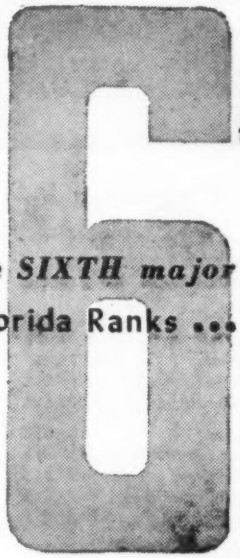
Another inescapable fact... in Miami you need

THE MIAMI NEWS

read by 3 out of 4 of the able-to-buy Miamians

For copies of chart above or further facts call, write or wire Robert F. Buggeln, Advertising Director, THE MIAMI NEWS, FRanklin 4-6211 or call Sawyer-Ferguson-Walker Company





*

Serving the SIXTH major metropolitan market in the South.

Jacksonville Florida Ranks ... **Sixth** in Retail sales
Sixth in Automotive sales
Sixth in Furniture sales
Sixth in Food Store sales
Fifth in Drug Store sales

WMBR RADIO

Jacksonville, Florida

*N. Carolina, S. Carolina, Ga., Tenn., Miss., Ala., and Florida

FLORIDA COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 — Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwrs. ($000)	Drugs ($000)
De Soto		9,043	.0047	3,932	.0040	74	67	2,184	293	363	457	295	2,023	858	815	350
Dixie		3,494	.0018	3,882	.0018	70	78	1,117	330	184	91	218	662	435	193	124
Duval	69	533,422	.2771	4,618	.2416	100	114	127,419	32,532	53,018	37,195	28,633	127,173	30,055	25,321	18,968
▲Jacksonville		456,710	.2372		.1612	119	175	94,055	24,957	50,449	36,260	26,371	121,087	22,027	19,786	14,923
Escambia	242	168,712	.0876	4,056	.0809	87	95	41,626	11,802	16,446	13,955	10,288	39,434	10,838	7,894	8,173
△Pensacola		129,914	.0675		.0418	117	189	28,990	6,558	14,407	13,366	8,418	36,108	6,261	4,634	3,903
Warrington		7,177	.0037		.0089	74	31	2,406	1,080	420	122	385	479	943	673	262
Flagler		3,578	.0019	2,982	.0019	76	76	727	735	58	66	...	295	868	307	292
Franklin		4,455	.0023	2,970	.0021	70	77	1,374	784	383	166	61	460	491	374	182
Gadsden		24,840	.0129	3,144	.0134	57	58	5,762	724	2,737	1,372	1,328	4,872	2,318	3,435	792
Quincy		12,136	.0063		.0042	102	154	3,356	418	776	932	887	2,048	1,091	695	492
Gilchrist		2,736	.0014	4,560	.0010	63	66	785	67	56	...	...	641	187	218	...
Glades		1,538	.0008	2,197	.0011	69	50	393	32	195	...	...	...	444	84	35
Gulf		7,946	.0042	2,943	.0042	71	71	2,521	423	347	515	519	1,638	728	470	294
Hamilton		5,462	.0028	2,483	.0030	57	53	1,752	232	675	66	200	403	932	570	170
Hardee		11,969	.0062	3,633	.0055	77	87	2,594	510	974	351	417	2,932	1,096	1,136	339
Hendry		10,778	.0056	5,987	.0041	100	137	2,181	854	755	134	261	2,591	1,356	2,107	266
Hernando		8,907	.0046	3,873	.0039	81	98	1,997	431	448	...	116	2,628	1,859	543	362
Highlands		21,538	.0112	4,583	.0088	95	120	5,534	981	764	1,102	1,314	5,422	2,401	1,753	885
Hillsborough	148	407,781	.2119	4,070	.1884	92	105	90,543	32,101	52,030	24,617	21,672	83,100	25,459	22,200	15,947
▲Tampa		370,794	.1926		.1487	105	136	79,151	29,739	49,498	22,944	20,038	78,920	22,343	20,076	15,097
Plant City		21,418	.0111		.0082	95	129	6,287	703	943	1,631	1,391	3,887	1,633	1,691	742
Holmes		5,169	.0026	1,846	.0036	51	37	1,903	217	360	443	192	1,256	349	308	176
Indian River		25,576	.0133	5,442	.0095	100	140	5,434	2,305	1,352	1,224	1,367	4,057	2,639	2,252	983
Vero Beach		22,283	.0116		.0066	150	264	4,610	1,855	970	1,048	1,331	4,057	2,091	2,202	844
Jackson		28,650	.0134	3,054	.0129	62	64	5,806	936	3,419	1,288	1,143	6,237	1,963	2,709	642
Marianna		16,276	.0085		.0048	120	213	3,215	534	1,307	1,067	922	4,911	724	1,810	538
Jefferson		5,356	.0027	2,232	.0032	56	47	1,343	103	431	287	461	1,144	686	647	156
Lafayette		2,142	.0012	3,060	.0011	58	63	425	29	178	44	52	532	197	161	73

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

Table of Contents and Indexes on Pages 1, 3 and 5

Buying Power *becomes* **BUYING** in Pensacola

In the history of the old south no economic growth has exceeded that which is taking place in the Pensacola News-Journal field of influence, the west Florida counties along the Gulf Coast. Where great industries such as St. Regis Paper Co.; Chemstrand; Escambia Chemical; National Research Corp; American Cyanamid; Container Corp. of America; Heyden Newport; Armstrong Cork—*find good ground for investment, advertisers of national products will find buyers.*

In one year

Bank Clearings up 20% to $999,730,094

Retail Sales up 30% to $168,712,000

Construction up 320% to $ 59,400,000



The owners of these cars are *buying* at one of Pensacola's modern shopping centers.

Florida leads the eastern states in population increase, income increase, and buying power. This area exceeds the Florida average, which means *plus* buying power.

PENSACOLA NEWS-JOURNAL

A Perry Florida Newspaper

Represented by John H. Perry Associates
Offices in: New York, Chicago, Detroit, Philadelphia, Atlanta, San Francisco and Los Angeles

FLORIDA

COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1958

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lake		52,973	.0275	4,013	.0235	88	103	12,893	3,094	3,174	2,562	2,107	10,995	4,479	4,313	1,784
Leesburg		23,252	.0116		.0070	123	204	4,170	1,009	1,400	1,176	803	6,537	1,129	1,753	594
Lee		82,835	.0326	6,221	.0219	112	166	14,337	3,913	7,419	3,603	2,962	11,318	4,378	6,997	2,244
Fort Myers		55,188	.0287		.0164	136	237	11,742	3,020	5,989	3,433	2,906	11,107	3,645	6,431	1,856
Leon		77,605	.0403	5,972	.0348	94	109	14,184	4,575	5,714	6,361	3,496	13,480	7,867	10,698	1,721
Tallahassee		74,199	.0385		.0280	116	159	13,671	4,079	5,434	6,361	3,372	13,480	6,951	9,888	1,721
Levy		10,397	.0054	3,851	.0043	72	90	1,963	594	733	205	614	2,950	1,969	420	269
Liberty		1,869	.0010	2,670	.0010	71	71	957	12	146	...	13	...	272	27	...
Madison		9,640	.0050	2,921	.0047	57	60	2,309	332	781	796	719	1,738	811	1,622	219
Manatee		58,711	.0305	4,049	.0144	82	96	15,554	3,020	5,091	3,201	3,788	12,304	4,092	5,573	1,939
Bradenton		43,226	.0225		.0140	124	199	10,509	1,659	4,337	3,018	3,280	10,919	2,681	3,364	1,343
Marion		54,589	.0284	4,230	.0225	84	106	10,199	4,448	4,074	4,117	2,318	9,806	5,095	7,068	1,440
Ocala		39,404	.0205		.0116	126	223	6,444	2,191	2,200	3,752	1,695	8,478	2,635	5,894	1,174

© SM, 1957.

Before using these figures, read foreword, page 11.

MANATEE COUNTY HAS EVERYTHING FOR YOUR INDUSTRY

. . . . good sites in desirable locations
. . . . available labor
. . . . wonderful climate
. . . . and the community wants you in the fastest growing area in Florida

MANATEE COUNTY COMMITTEE OF 100
Harry Lee, Executive Director, P. O. Box 360
BRADENTON, Florida. • • Phone 4-3001

Study

FLORIDA'S

impressive market figures for bigger sales opportunities.

And see Page 291 to learn what Florida offers business and industry.

FIRST AGAIN

. . . in effective buying income

in FLORIDA'S 2nd Largest Market *

check these FACTS

The St. Petersburg Times blankets this area — 80% of Pinellas County Families read the Times and 9 out of every 10 St. Petersburg Families
Less than 10% are covered by the largest Tampa newspaper

St. Petersburg - Pinellas County

	Pinellas County	St. Petersburg	Hillsborough County	Tampa
PER CAPITA	$1,699	$1,791	$1,372	$1,482
PER FAMILY	$4,844	$4,765	$4,669	$4,754

* Tampa-St. Petersburg Standard Metropolitan Area

St. Petersburg Times
FLORIDA'S BEST NEWSPAPER

Represented Nationally by The Branham Company

Ask for complete Market Information

FLORIDA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

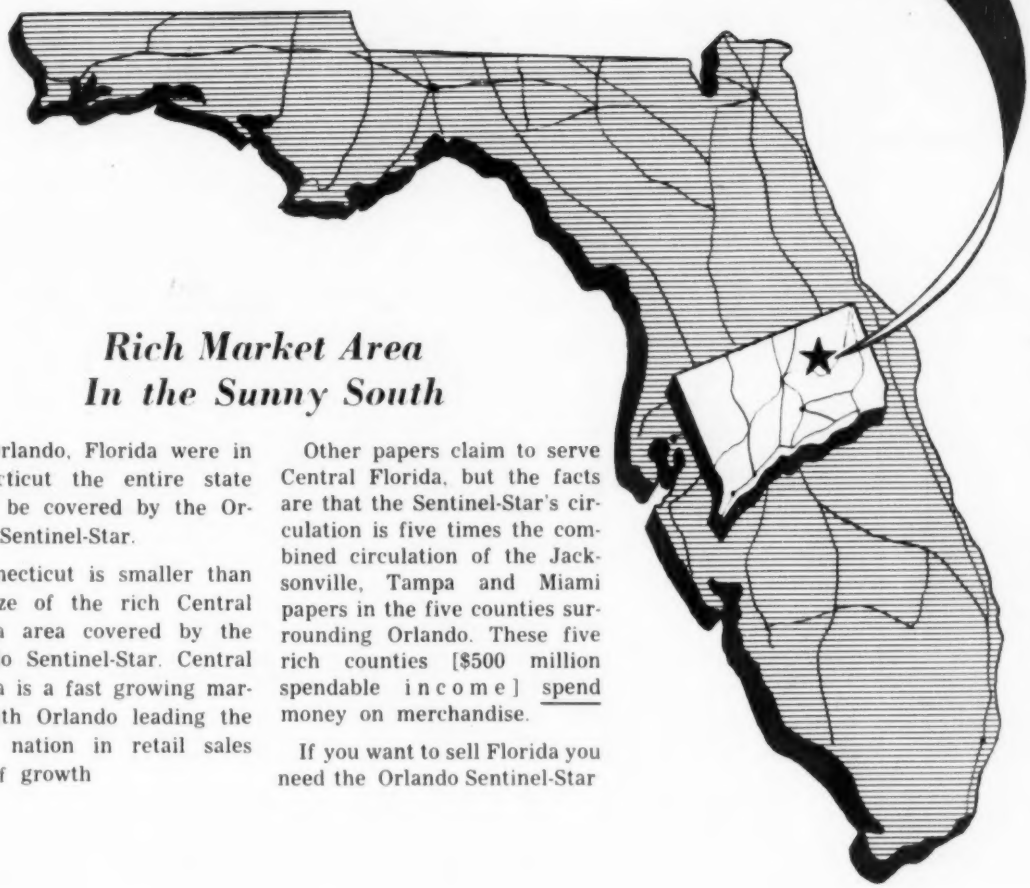
COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Martin		14,823	.0077	4,632	.0057	95	128	4,455	1,560	276	583	376	2,797	1,584	1,670	1,020
Monroe		39,527	.0205	3,017	.0244	86	72	9,740	7,266	2,608	3,511	1,894	5,176	3,600	2,048	1,511
Key West		31,915	.0166		.0213	89	69	8,338	5,064	2,386	3,409	1,715	4,899	1,933	1,538	872
Nassau		12,703	.0066	3,343	.0065	71	72	2,083	1,444	1,194	296	347	2,396	2,376	994	206
Okaloosa		45,613	.0237	3,868	.0247	79	75	8,927	4,389	2,917	2,262	2,275	14,935	4,207	2,852	1,248
Okeechobee		4,783	.0025	4,348	.0020	80	100	1,381	289	138	124	380	1,308	513	60	78
Orange	104	265,293	.1378	4,429	.1182	102	119	51,040	16,668	42,742	18,078	14,795	52,182	19,861	20,712	8,058
▲Orlando		204,190	.1061		.0649	143	234	30,528	11,282	40,714	16,736	12,688	47,753	9,042	13,772	5,729
Winter Park		20,504	.0107		.0109	117	115	6,418	1,575	457	724	1,295	405	5,791	1,208	1,018
Osceola		15,564	.0081	3,459	.0067	84	101	4,320	1,483	633	1,081	1,296	2,507	1,845	882	488
Palm Beach	159	259,077	.1345	4,618	.1103	105	128	53,102	22,442	18,231	25,785	20,793	47,033	16,913	15,198	8,741
▲West Palm Beach		134,820	.0700		.0430	134	217	25,170	8,739	13,514	10,432	12,628	33,957	6,633	7,578	4,591
Palm Beach		25,150	.0131		.0084	255	397	2,148	2,931	441	10,002	3,524	38	458	120	316
Lake Worth		20,784	.0108		.0100	100	108	7,955	1,839	658	1,705	1,408	1,191	1,465	1,891	973
Delray Beach		24,601	.0128		.0076	138	233	5,609	2,373	507	2,415	1,150	7,079	1,365	1,828	860
Pasco		26,015	.0136	3,379	.0121	79	89	8,666	2,050	1,922	1,207	2,637	3,896	2,611	2,114	857
Pinellas	148	378,364	.1965	4,389	.1617	111	135	71,440	32,108	62,516	24,112	16,427	64,598	23,511	36,406	13,294
▲St. Petersburg		260,241	.1352		.1034	121	158	42,976	19,057	55,688	18,170	10,118	43,034	14,441	24,752	8,668
Clearwater		71,529	.0372		.0246	138	209	14,734	4,863	4,839	4,376	4,211	18,193	3,763	8,983	2,733
Polk	220	177,653	.0923	3,854	.0848	88	96	44,112	8,605	12,895	11,835	10,733	37,358	14,242	13,405	5,600
△Lakeland		79,010	.0410		.0296	119	165	17,149	2,934	8,890	6,683	4,594	17,976	4,428	4,855	2,300
Winter Haven		31 368	.0163		.0093	130	243	6,674	1,686	1,231	2,757	2,371	8,645	1,864	3,108	883
Bartow		18,424	.0096		.0079	104	126	5,692	684	687	846	1,072	4,453	1,609	1,742	557
Putnam		32,642	.0169	3,510	.0155	78	85	7,330	1,937	1,895	1,569	1,767	6,618	2,455	1,233	1,821
Palatka		26,989	.0140		.0090	107	167	5,273	1,161	1,720	1,471	1,657	5,991	1,846	989	1,521
St. Johns		25,984	.0135	2,908	.0147	80	74	5,843	2,972	980	1,551	1,208	5,773	2,910	1,452	1,202
St. Augustine		22,296	.0116		.0099	95	112	4,851	2,237	805	1,467	1,208	5,127	2,572	1,184	1,150
St. Lucie		42,628	.0221	5,015	.0171	98	127	10,484	2,935	2,170	2,746	2,492	11,169	2,660	3,050	1,316
Fort Pierce		40,879	.0212		.0145	111	162	10,239	2,620	2,152	2,746	2,492	11,071	2,616	2,739	1,316
Santa Rosa		20,161	.0105	3,600	.0094	70	78	6,699	1,803	305	1,016	1,378	3,585	2,457	1,077	455

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

IF ORLANDO WAS IN CONNECTICUT



Rich Market Area In the Sunny South

If Orlando, Florida were in Connecticut the entire state would be covered by the Orlando Sentinel-Star.

Connecticut is smaller than the size of the rich Central Florida area covered by the Orlando Sentinel-Star. Central Florida is a fast growing market with Orlando leading the entire nation in retail sales rate of growth

Other papers claim to serve Central Florida, but the facts are that the Sentinel-Star's circulation is five times the combined circulation of the Jacksonville, Tampa and Miami papers in the five counties surrounding Orlando. These five rich counties [$500 million spendable income] spend money on merchandise.

If you want to sell Florida you need the Orlando Sentinel-Star

ORLANDO SENTINEL-STAR

ORLANDO, FLORIDA

MARTIN ANDERSEN Editor, Sole Owner, & No. 1 Galley Boy

Nat. Rep. The Branham Company **New York — Chicago — Atlanta**

Florida's 4th market with $843,339,000. retail sales

Orlando Broadcasting Co., Inc.

Orlando, Florida



FIRST IN CENTRAL FLORIDA ★ SERVING THE SUN EMPIRE

WDBO 580 KC · 5,000 WATTS · CBS

WDBO-FM 92.3 MC · 25,000 WATTS · CBS

WDBO-TV CH. 6 · 100,000 WATTS · CBS · ABC · NBC

Serving 191,300 Radio homes and 174,500 TV homes in 17 counties.

Natl. Rep.: John Blair & Co. and Blair Television Associates, Inc. · Southeastern: Harry Cummings

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

FLORIDA COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Sarasota		98,268	.0500	5,799	.0337	119	167	20,970	9,475	4,340	7,709	6,914	19,100	5,992	9,786	4,008
Sarasota		82,070	.0426		.0266	139	222	17,409	7,097	4,032	7,297	6,361	17,718	4,798	7,098	3,209
Seminole		28,081	.0148	2,780	.0154	73	70	7,741	1,312	1,645	1,299	1,641	5,288	2,327	1,347	1,135
Sanford		22,356	.0116		.0095	90	110	6,486	891	1,539	1,299	1,433	3,891	1,671	1,081	857
Sumter		8,617	.0045	2,971	.0045	70	70	2,088	443	674	110	132	1,110	929	417	310
Suwannee		13,743	.0071	3,436	.0063	66	75	2,468	410	809	836	431	2,896	1,290	1,824	416
Taylor		9,959	.0052	11,068	.0053	67	66	2,831	1,011	498	286	207	1,817	1,689	447	231
Union		2,399	.0012	2,666	.0018	38	26	708	86	410	...	112	211	506	137	53
Volusia	197	134,831	.0701	4,294	.0578	101	123	27,130	15,521	12,539	9,631	8,538	21,946	11,780	9,505	6,509
△Daytona Beach		78,560	.0408		.0293	118	165	13,310	9,005	9,560	7,495	5,122	13,903	5,218	4,848	3,786
De Land		20,145	.0105		.0069	121	184	4,906	925	1,361	1,007	2,018	4,581	1,632	1,404	707
Wakulla		1,520	.0008	1,169	.0014	50	29	751	191	241	...	...	...	208	100	...
Walton		13,424	.0069	3,533	.0058	66	78	2,450	728	1,513	385	532	4,128	1,445	1,350	85
Washington		5,712	.0030	1,970	.0037	55	45	1,506	197	491	533	317	500	670	425	330
Total Above Cities		4,105,428	2.1327		1.4607	126	184	822,106	317,079	446,826	373,946	258,828	888,626	235,734	268,246	144,222
State Total		5,279,952	2.7428	4,578	2.3195	100	118	1,170,947	451,913	508,226	409,421	302,571	1,030,378	375,514	378,209	190,146

METRO. AREAS		RETAIL SALES—SM ESTIMATES, 1956														
△Daytona Beach	197	134,831	.0701	4,294	.0578	101	123	27,130	15,521	12,539	9,631	8,536	21,946	11,780	9,505	6,509
△Fort Lauderdale	207	336,481	.1747	5,274	.1380	113	143	71,684	36,751	26,493	33,227	24,079	62,586	19,217	21,310	13,555
Jacksonville	69	533,422	.2771	4,616	.2416	100	114	127,419	32,532	53,018	37,195	28,633	127,173	30,055	25,321	18,968
△Lakeland	220	177,653	.0923	3,854	.0846	88	96	44,112	8,605	12,895	11,835	10,733	37,358	14,242	13,405	5,800
Miami	90	1,376,960	.7153	5,837	.5711	126	158	300,057	150,258	127,374	138,265	82,728	249,417	79,798	97,769	51,868
Orlando	104	265,293	.1378	4,429	.1182	102	119	51,040	16,688	42,742	18,078	14,795	52,182	19,861	20,712	8,058

© SM, 1957.

Before using these figures, read foreword, page 11.

What fast-growing southeastern industrial and commercial city has the best location to serve all Southeastern markets including the rich, expanding FLORIDA MARKET?

See Answer, Page 294

SITES for ELECTRONICS

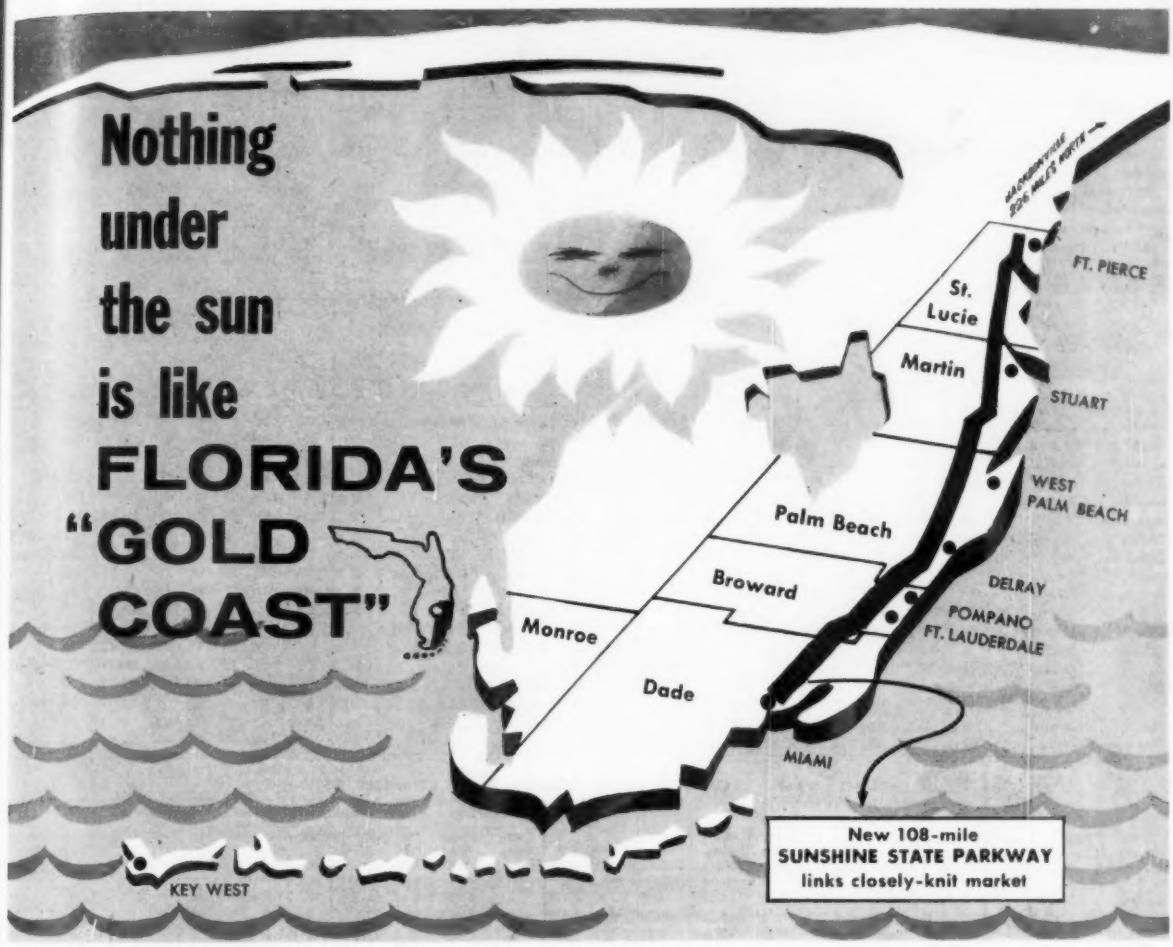
IN *Tampa* FLORIDA

HILLSBOROUGH COUNTY, FLORIDA

- Year round recreational climate attracts and holds engineers and skilled personnel.
- Expansion of aircraft industry in Florida is creating new, local markets for electronic products.

Excellent sites available—including the Tampa Planned Industrial Park, largest in Florida.

For information write Committee of 100, Greater Tampa Chamber of Commerce.



America's 12th largest and fastest-growing major market

- FIRST in per family retail sales among the 25 U.S. "billion-dollar-plus" markets.
- Over $2-billion in retail sales in 1956—an amazing $5425 per family—and a phenomenal 20% rise over 1955.
- Population 1,235,000—a zooming increase of 66% since 1950—and growing at the rate of 5300 per month. Plus a bonus of 3,000,000 tourists a year.

nothing blankets the Florida Gold Coast market like

- 4th nationally in total advertising linage—tops Miami's 2nd paper by 30 million lines.
- 1st in the nation in total Food and Grocery advertising—for the 8th straight year.
- Leads 2 to 1 in Retail Advertising over Miami's 2nd paper. First in Department Store and every other classification except Real Estate.
- Lowest cost . . . The HERALD's line rate per thousand circulation is 38% LESS daily and 48% LESS Sunday than Miami's 2nd paper.

The Miami Herald

John S. Knight, Publisher

1956 "TOP TEN BRANDS" Miami HERALD Study

Covers 1142 items in 26 classifications. A valuable study in product preference. For your free copy, write The Miami HERALD, or ask the man from STORY, BROOKS & FINLEY, National Representatives.

FLORIDA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Pensacola	242	168,712	.0878	4,056	.0809	87	95	41,626	11,802	16,446	13,955	10,288	38,434	10,838	7,894	5,172
Tampa-St. Petersburg	148	786,145	.4084	4,218	.3481	100	117	161,983	64,209	114,546	48,729	38,099	147,698	48,970	58,606	29,241
West Palm Beach	159	259,077	.1345	4,618	.1103	105	128	53,102	22,442	18,231	25,785	20,793	47,033	16,913	15,198	8,741
Total Above Areas		4,038,574	2.0978	4,827	1.7506	107	128	878,153	358,788	424,284	336,700	238,684	783,827	251,874	269,720	147,793

GEORGIA —

(Other South Atlantic States: Delaware, District of Columbia, Florida, Maryland, North Carolina, South Carolina, Virginia, West Virginia.)

Map, page 316

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Albany	Dougherty	45.4	494	113	55	34	51	38	30	84	26	14
Americus	Sumter	13.0	185	49	15	9	25	14	12	23	10	6
Athens	Clarke	35.9	365	89	45	28	36	25	32	39	12	13
Atlanta	Fulton	498.7	4,337	911	743	374	348	244	194	467	147	216
Augusta	Richmond	99.4	1,070	277	174	66	88	65	76	114	24	26
Bainbridge	Decatur	9.3	143	39	8	13	13	5	9	15	11	9
Brunswick	Glynn	23.1	276	67	39	10	22	25	22	24	7	13
Carrollton	Carroll	11.2	203	50	21	17	15	13	19	23	12	8
Cartersville	Bartow	9.0	158	53	15	10	15	11	7	18	5	5
Cedartown	Polk	10.2	168	52	11	18	12	10	18	19	10	7
College Park	Fulton	18.9	114	42	5	12	5	4	1	14	7	6
Columbus	Muscogee	98.5	1,269	362	183	106	106	84	72	108	24	45
Cordele	Crisp	10.7	171	46	11	17	12	8	11	26	10	7
Dalton	Whitfield	19.0	297	93	24	13	25	19	37	31	15	10
Decatur	De Kalb	26.0	288	56	20	43	18	21	17	43	23	10
Douglas	Coffee	9.1	158	36	13	16	11	9	13	16	7	6
Dublin	Laurens	14.6	225	64	25	24	10	16	19	28	8	7
East Point	Fulton	34.3	182	47	18	14	4	12	19	28	16	8
Fitzgerald	Ben Hill	9.4	135	40	17	11	7	4	7	20	8	4
Gainesville	Hall	16.7	317	93	22	21	26	21	35	30	12	6
Griffin	Spaulding	15.4	290	76	39	33	26	15	21	35	14	7
La Grange	Troup	27.3	355	120	37	34	23	26	24	42	9	8
Macon	Bibb	85.2	1,016	280	139	96	67	42	53	115	33	36
Marietta	Cobb	40.6	286	69	29	21	22	21	29	45	7	7
Milledgeville	Baldwin	11.6	158	52	16	13	9	9	17	13	7	5
Moultrie	Colquitt	14.7	250	79	23	21	16	20	19	22	9	11
Newnan	Coweta	12.2	179	55	22	14	23	6	13	20	9	6
Rome	Floyd	34.2	486	131	77	31	45	27	36	62	14	9
Savannah	Chatham	133.7	1,391	402	193	98	102	69	51	168	30	50
Statesboro	Bulloch	6.8	160	45	11	19	8	17	13	16	11	6
Thomaston	Upson	7.2	225	66	26	18	26	10	19	28	9	6
Thomasville	Thomas	19.5	249	76	22	20	19	17	16	27	13	13
Tifton	Tift	8.5	198	50	17	9	18	13	17	23	11	5
Valdosta	Lowndes	31.5	361	99	41	20	37	23	30	38	10	14
Waycross	Ware	22.1	300	66	27	21	25	18	21	49	17	15
West Point	Troup	4.7	99	19	7	9	13	6	10	10	3	3

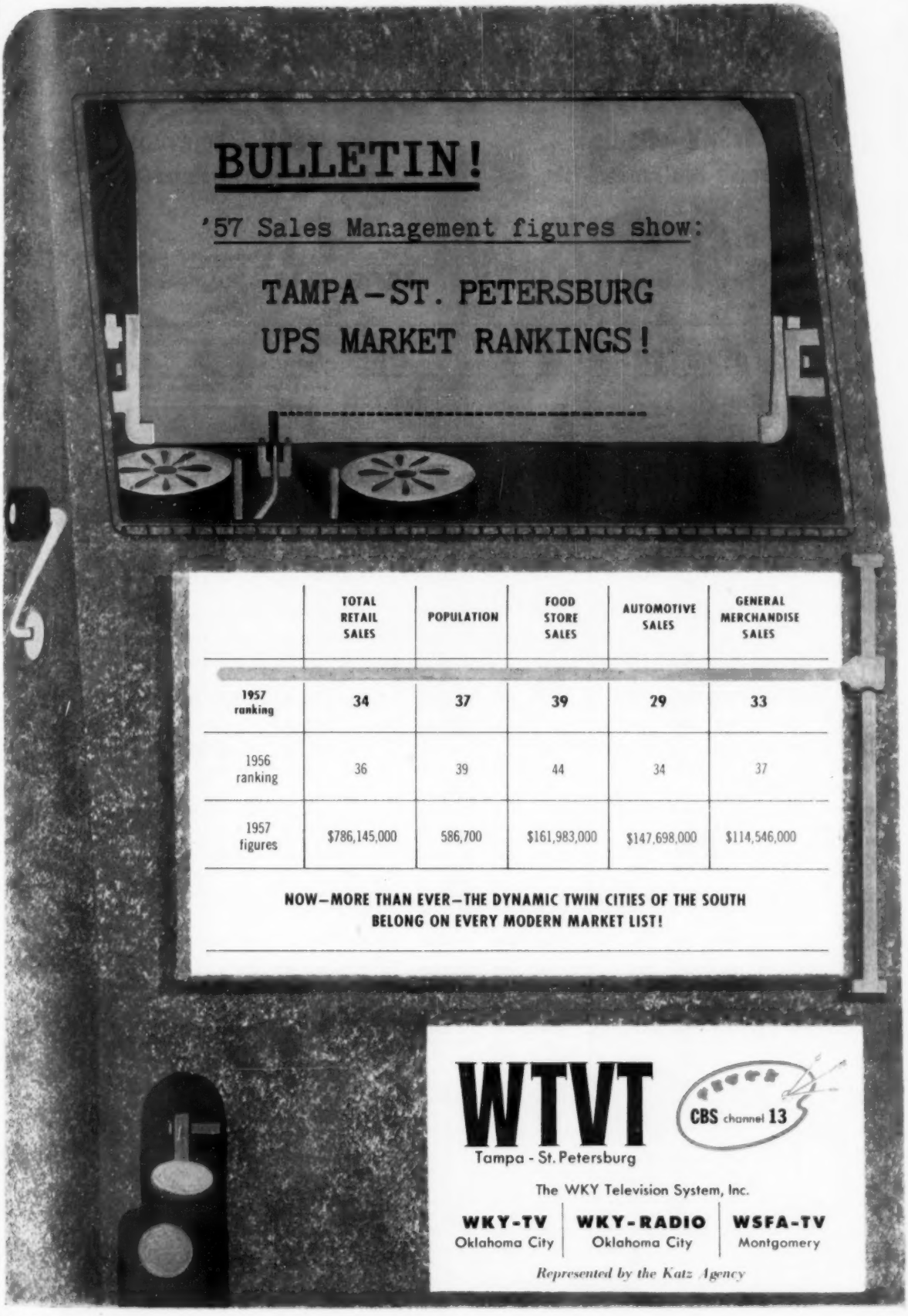
COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Appling		13.2	.0078	3.0	3.2	9,507	.0033	720	3,169	3.4	2,761	57.3	31.7	27.9	34.9	12.0	23.0	2.1	6.4	.7	4.0
Atkinson		7.1	.0042	1.7		5,291	.0019	745	3,112	2.0	2,614	57.5	33.6	29.4	38.8	11.9	24.1	1.1	3.5	.1	
Bacon		8.7	.0052	2.2	2.5	7,146	.0025	821	3,248	2.5	2,891	54.6	28.8	28.5	34.0	14.0	25.8	1.9	5.6	1.0	5.8
Baker		5.2	.0031	1.1		3,304	.0012	635	3,004	1.3	2,553	63.0	37.7	27.3	36.8	7.9	16.4	.9	3.0	.9	6.1
Baldwin		35.0	.0207	5.5	26.4	24,569	.0086	702	4,467	7.5	3,282	48.4	22.5	28.6	30.1	17.6	28.5	3.7	9.5	1.7	9.4
Milledgeville		11.6	.0069	3.2		15,171	.0053	1,308	4,741	4.6	3,267	49.7	23.2	27.4	28.9	17.4	28.4	3.8	9.8	1.7	9.7
Banks		5.9	.0035	1.5		3,793	.0014	643	2,529	1.5	2,492	61.1	37.4	29.3	40.5	8.7	18.6	.7	2.4	.2	1.1
Barrow		12.8	.0076	3.4	4.5	12,420	.0044	970	3,653	4.0	3,133	47.6	23.2	30.7	33.8	17.6	29.9	3.2	8.4	.9	4.7
Bartow		27.5	.0163	7.0	9.0	28,713	.0101	1,044	4,102	7.9	3,656	40.5	16.9	31.4	29.6	21.8	31.7	4.0	9.3	2.3	12.5
Cartersville		9.0	.0053	2.6		13,413	.0047	1,490	5,159	3.2	4,147	34.8	12.8	31.4	26.0	24.8	31.8	5.6	11.4	3.4	18.0
Ben Hill		14.2	.0084	3.8	9.4	13,661	.0048	962	3,595	4.1	3,315	46.8	21.5	29.0	30.3	18.9	30.3	3.7	9.4	1.6	8.5
Fitzgerald		9.4	.0056	3.0		10,860	.0038	1,155	3,620	3.1	3,450	44.4	19.6	29.1	29.1	20.7	31.9	4.1	9.9	1.7	9.5
Berrien		12.8	.0076	3.0	3.2	11,009	.0039	860	3,670	3.5	3,155	49.2	23.8	31.0	34.0	15.2	25.5	3.1	8.1	1.5	8.6
Bibb	86	135.1	.0800	38.9	109.9	201,675	.0710	1,493	5,184	46.1	4,374	32.8	11.4	29.4	23.1	27.2	33.1	6.8	13.0	3.8	19.4
▲Macon		85.2	.0505	25.7		138,818	.0489	1,629	5,401	31.8	4,363	34.4	12.0	29.3	23.3	25.6	31.1	6.6	12.6	4.1	21.0
Bleckley		8.3	.0049	2.1	3.1	6,737	.0024	812	3,208	2.4	2,792	56.4	30.8	30.1	37.3	10.5	19.9	2.0	6.1	1.0	5.9
Brantley		6.4	.0038	1.5		4,329	.0015	676	2,885	1.5	2,944	50.3	26.1	31.6	37.0	15.6	28.2	1.8	5.2	.7	3.5
Brooks		16.1	.0096	3.7	4.3	12,913	.0046	802	3,490	4.4	2,931	57.0	29.7	27.9	32.8	11.3	20.5	2.1	6.1	1.7	10.9
Bryan		6.1	.0036	1.4		5,176	.0018	849	3,697	1.7	2,907	50.3	25.6	32.4	37.3	14.1	25.0	2.1	5.8	1.1	6.3
Bulloch		22.8	.0135	5.7	6.8	19,581	.0069	859	3,435	6.8	2,887	58.4	30.9	25.8	30.8	11.9	21.8	2.4	7.1	1.5	9.4
Statesboro		6.8	.0040	2.0		7,753	.0027	1,140	3,877	2.2	3,586	47.5	20.3	29.0	27.9	16.7	24.7	3.7	8.7	3.1	18.4
Burke		21.5	.0127	5.5	4.2	16,172	.0057	752	2,940	6.5	2,507	67.1	40.9	22.6	31.0	8.2	17.3	1.1	3.8	1.0	7.0
Butts		8.8	.0052	2.2		7,901	.0028	897	3,587	2.6	3,091	50.8	25.1	27.5	30.7	17.9	30.7	2.7	7.2	1.1	6.3
Calhoun		8.0	.0048	2.0		6,562	.0023	820	3,281	2.5	2,620	64.5	37.6	23.3	30.6	9.6	19.5	1.5	4.8	1.1	7.5
Camden		8.4	.0049	2.3		9,231	.0033	1,099	4,013	2.6	3,530	46.0	19.9	27.0	26.3	21.1	31.8	3.6	8.5	2.3	13.5
Candler		7.1	.0042	1.8		6,279	.0022	884	3,488	2.2	2,908	58.1	30.5	25.6	30.4	12.7	23.2	2.0	5.7	1.6	10.2
Carroll		32.2	.0191	8.6	11.2	31,377	.0110	974	3,648	9.7	3,238	46.7	22.0	31.5	33.6	17.3	28.4	3.0	7.8	1.5	8.2
Carrollton		11.2	.0066	3.5		13,564	.0048	1,211	3,875	3.7	3,696	40.2	16.6	33.3	31.1	20.0	28.7	4.0	9.0	2.5	14.6
Catoosa		16.9	.0100	4.4	2.4	19,546	.0069	1,157	4,442	4.8	4,115	28.0	10.4	33.0	27.7	30.8	39.7	6.1	12.3	2.1	9.9
Charlton		4.5	.0027	1.1		4,680	.0016	1,036	4,236	1.3	3,704	41.7	17.2	34.7	32.2	17.5	25.1	2.9	6.7	3.2	18.8

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.



	TOTAL RETAIL SALES	POPULATION	FOOD STORE SALES	AUTOMOTIVE SALES	GENERAL MERCHANDISE SALES
1957 ranking	**34**	**37**	**39**	**29**	**33**
1956 ranking	36	39	44	34	37
1957 figures	$786,145,000	586,700	$161,983,000	$147,698,000	$114,546,000

NOW–MORE THAN EVER–THE DYNAMIC TWIN CITIES OF THE SOUTH BELONG ON EVERY MODERN MARKET LIST!

WTVT
Tampa - St. Petersburg

CBS channel 13

The WKY Television System, Inc.

WKY-TV Oklahoma City | **WKY-RADIO** Oklahoma City | **WSFA-TV** Montgomery

Represented by the Katz Agency

TOP SELLING TEAM

in one of the Nation's Top Ten Sales Markets*

WSAV - Radio

"Savannah's Most Powerful Voice"

It's 630 in Savannah **WSAV**

WSAV - Television

"Clearly . . . Savannah's Preferred-Channel Station"

It's 3 in Savannah **WSAV-TV**

*Babson Research Report 12/22/56

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

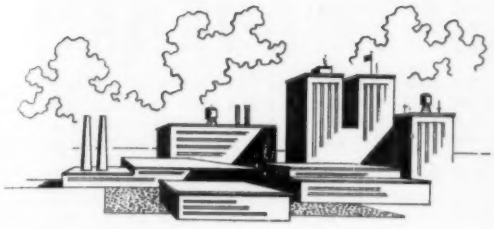
GEORGIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Chatham	133	165.0	.0977	48.5	145.4	248,742	.0870	1,495	5,087	58.0	4,257	34.7	12.5	29.4	23.8	25.7	32.1	6.5	12.7	3.7	18.9
▲Savannah		133.7	.0792	40.0		203,773	.0718	1,524	5,094	47.5	4,289	34.3	12.2	29.6	23.7	25.8	32.0	6.6	12.9	3.7	19.2
Chattahoochee	32	43.8	.0258	1.6		88,881	.0313	2,043	55,551	41.4	2,147	78.9	56.1	14.7	23.5	4.9	12.2	1.1	4.4	.4	3.8
Chattooga		21.7	.0129	5.4	7.2	25,053	.0088	1,155	4,639	6.7	3,765	34.5	14.0	32.8	30.1	25.7	36.3	5.3	11.7	1.7	7.9
Cherokee		20.6	.0122	5.2	2.8	19,875	.0070	965	3,822	6.0	3,309	43.0	19.9	33.2	34.5	19.5	31.3	3.1	7.9	1.2	6.4
Clarke		41.4	.0245	11.0	35.9	61,615	.0218	1,488	5,601	16.9	3,652	47.4	19.8	25.9	24.5	19.3	28.1	4.4	10.0	3.0	17.6
Athens		35.9	.0213	9.4		58,127	.0205	1,619	6,184	16.0	3,644	47.6	20.0	25.8	24.4	19.2	28.0	4.4	10.0	3.0	17.6
Clay		5.0	.0030	1.3		3,921	.0013	784	3,016	1.4	2,807	59.8	32.6	25.6	31.4	10.5	19.9	2.9	8.5	1.2	7.8
Clayton	8	29.7	.0176	7.8	8.5	43,860	.0155	1,477	5,623	9.6	4,585	24.8	8.3	29.4	22.0	34.6	40.1	8.0	14.6	3.2	15.0
Clinch		5.8	.0034	1.5		6,479	.0023	1,117	4,319	1.8	3,540	49.7	21.4	29.7	28.9	13.7	20.6	3.6	8.5	3.3	20.8
Cobb	8	91.3	.0541	24.8	42.9	128,228	.0452	1,404	5,170	27.8	4,619	26.0	8.6	30.0	22.4	32.3	37.2	8.0	14.5	3.7	17.3
Marietta		40.6	.0241	11.5		65,800	.0232	1,621	5,722	13.5	4,882	24.1	7.5	28.8	20.4	33.7	36.6	9.1	15.6	4.3	19.9
Coffee		26.2	.0155	6.0	9.1	22,683	.0080	866	3,781	7.7	2,940	53.9	28.0	28.2	33.1	14.4	25.9	2.5	7.1	1.0	5.9
Douglas		9.1	.0054	2.5		10,692	.0038	1,175	4,277	3.3	3,201	49.7	23.7	29.0	31.2	16.6	27.6	3.1	8.0	1.6	9.5
Colquitt		36.2	.0214	9.2	14.7	36,505	.0128	1,008	3,968	10.6	3,459	44.8	19.8	32.1	31.9	17.5	26.9	3.4	8.3	2.2	13.1
Moultrie		14.7	.0087	4.3		19,102	.0067	1,299	4,442	5.1	3,769	40.4	16.4	33.2	30.4	19.4	27.3	4.0	8.9	3.0	17.0
Columbia		9.0	.0054	2.2		8,519	.0030	947	3,872	2.4	3,598	42.1	17.9	32.3	31.0	18.9	27.9	4.4	10.2	2.3	13.0
Cook		11.6	.0068	2.9	2.7	9,801	.0035	845	3,380	3.2	3,111	50.6	24.8	31.6	35.1	13.5	23.0	2.6	6.9	1.7	10.2
Coweta		28.7	.0170	7.7	12.2	27,074	.0095	943	3,516	7.9	3,447	43.2	19.1	33.8	34.0	18.0	27.7	2.9	6.9	2.1	12.3
Newnan		12.2	.0072	3.4		14,572	.0051	1,194	4,286	4.0	3,659	41.3	17.2	34.0	32.1	18.5	26.9	3.4	7.8	2.8	16.0
Crawford		5.3	.0032	1.2		4,460	.0016	842	3,717	1.5	3,078	56.3	27.9	29.2	32.8	10.4	18.0	1.6	4.3	2.5	17.0
Crisp		17.3	.0102	4.7	10.7	16,232	.0057	938	3,454	5.1	3,188	53.4	25.6	25.5	28.7	14.9	24.8	3.2	8.3	2.0	12.6
Cordele		10.7	.0063	3.5		12,212	.0043	1,141	3,489	3.6	3,402	50.9	22.8	26.4	26.8	16.5	25.7	3.7	9.2	2.5	15.5
Dade		8.5	.0051	1.7		6,860	.0024	807	4,035	2.2	3,172	48.3	23.3	28.0	30.3	19.6	32.9	3.1	8.3	1.0	5.2
Dawson		3.0	.0017	.7		2,004	.0007	668	2,863	.9	2,336	70.7	46.3	21.4	31.5	6.4	14.6	.8	2.9	.7	4.7
Decatur		28.2	.0168	7.6	9.3	27,688	.0098	981	3,641	8.6	3,234	48.7	23.6	29.3	31.3	17.2	28.3	3.2	8.2	1.6	9.2
Bainbridge		9.3	.0055	2.8		12,600	.0044	1,355	4,500	3.4	3,743	40.5	16.5	29.2	26.9	22.7	32.3	5.2	11.6	2.4	12.7
De Kalb	8	183.6	.1087	53.7	122.7	394,961	.1391	2,151	7,355	63.1	6,257	20.8	5.1	22.0	12.1	34.6	29.4	13.3	17.7	9.3	36.7
Decatur		26.0	.0154	7.9		60,515	.0213	2,328	7,660	9.0	6,712	21.6	4.9	21.1	10.9	31.3	24.8	14.7	18.3	11.3	41.1
2▲Atlanta																					
Dodge		15.7	.0093	3.9	3.2	13,012	.0046	829	3,336	4.5	2,877	55.9	29.7	28.5	34.2	12.5	23.1	1.8	5.2	1.3	7.8
Dooly		12.5	.0074	3.1		9,301	.0033	744	3,000	3.6	2,613	63.9	37.4	24.4	32.1	9.3	19.0	1.3	4.2	1.1	7.3
Dougherty		57.2	.0339	15.8	45.4	81,888	.0289	1,432	5,183	19.6	4,171	38.8	14.2	28.0	23.3	23.0	29.2	6.3	12.6	3.9	20.7
Albany		45.4	.0269	13.3		66,568	.0235	1,466	5,005	15.6	4,275	37.4	13.4	28.3	22.8	23.5	29.2	6.6	13.0	4.2	21.6
Douglas		12.6	.0075	3.1	3.6	11,273	.0039	895	3,636	3.3	3,404	44.7	20.1	29.4	29.8	20.5	32.0	3.7	9.1	1.7	9.0
Early		16.3	.0096	4.0	3.1	13,266	.0047	814	3,317	4.5	2,959	58.1	29.9	24.5	28.5	13.0	23.2	2.7	7.6	1.7	10.8
Echols		2.4	.0014	.5		1,891	.0007	788	3,782	.7	2,705	56.5	31.9	27.4	34.8	14.4	28.4	1.6	4.9	.1	
Effingham		8.8	.0053	2.2		7,418	.0028	843	3,372	2.5	2,916	55.3	29.0	26.7	31.5	14.0	25.5	3.1	8.9	.9	5.1
Elbert		17.0	.0100	4.4	6.3	16,812	.0059	989	3,821	4.9	3,459	46.2	20.4	28.6	28.4	19.1	29.4	4.0	9.7	2.1	12.1
Emanuel		17.1	.0102	4.3	3.8	14,416	.0051	843	3,353	5.2	2,783	58.3	32.0	27.2	33.7	11.6	22.2	1.8	5.5	1.1	8.6
Evans		5.9	.0035	1.5		4,236	.0015	718	2,824	1.6	2,726	58.5	32.8	28.0	35.4	10.9	21.3	1.7	5.1	.9	5.4
Fannin		14.5	.0085	3.5		13,886	.0049	958	3,967	4.1	3,425	42.1	18.8	30.8	30.9	22.0	34.2	3.7	9.2	1.4	6.9
Fayette		7.7	.0046	1.9		7,517	.0026	976	3,956	2.1	3,513	44.9	19.5	29.3	28.6	19.3	29.3	4.4	10.5	2.1	12.1
Floyd		67.3	.0399	18.0	37.4	90,052	.0318	1,338	5,003	21.2	4,214	34.6	12.5	29.2	23.6	26.4	33.1	6.2	12.3	3.6	18.5
Rome		34.2	.0203	10.4		54,061	.0190	1,581	5,198	12.1	4,483	32.6	11.1	29.1	22.3	27.2	32.2	6.8	12.8	4.3	21.6
Forsyth		10.7	.0063	2.7		6,971	.0024	651	2,582	2.9	2,396	67.5	43.0	23.8	34.2	7.0	15.6	1.2	4.3	.5	2.9
Franklin		12.6	.0075	3.2		9,898	.0035	786	3,093	3.6	2,744	58.2	32.4	28.2	35.4	10.7	20.7	2.0	6.1	.9	5.4
Fulton	8	539.1	.3193	155.1	480.2	1,007,744	.3551	1,869	6,497	199.5	5,051	29.0	8.8	28.6	19.4	27.5	29.0	8.7	14.4	6.2	28.4
2▲Atlanta		498.7	.2954	145.4		966,995	.3407	1,939	6,651	188.7	5,125	28.5	8.5	27.8	18.7	28.2	29.2	9.1	14.9	6.4	28.7
East Point		34.3	.0203	9.9		67,527	.0238	1,969	6,821	11.8	5,727	21.2	5.6	23.9	14.5	35.1	32.5	12.6	18.5	7.2	28.9
College Park		18.9	.0112	5.2		37,401	.0132	1,979	7,193	6.5	5,777	15.6	4.1	23.0	13.8	41.6	38.2	13.7	19.8	6.1	24.1

1 Military personnel at Fort Benning are not included in per family estimates unless living off the post.
2 Atlanta is in both De Kalb and Fulton Counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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COUNTIES CITIES (continued)	Metropolitan Area	POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Gilmer		9.4	.0056	2.3		6,093	.0021	648	2,649	2.3	2,671	57.2	32.7	30.8	39.8	9.9	19.6	1.5	4.7	.6	3.2
Glascock		2.9	.0017	.7		1,754	.0007	605	2,506	.7	2,406	66.3	42.1	26.0	37.4	6.6	14.5	.4	1.4	.7	4.6
Glynn		34.7	.0206	9.6	27.1	47,436	.0167	1,367	4,941	11.5	4,111	34.7	12.9	31.2	26.0	25.4	32.6	5.5	11.3	3.2	16.9
Brunswick		23.1	.0137	6.5		33,278	.0117	1,441	5,120	8.1	4,095	34.8	13.0	31.7	26.7	24.8	32.1	5.5	11.3	3.2	16.9
Gordon		18.2	.0108	4.7	3.1	15,203	.0053	835	3,235	5.0	3,050	48.4	24.2	33.0	37.3	15.4	26.8	2.2	6.1	1.0	5.6
Grady		18.1	.0107	4.6	5.5	15,587	.0055	861	3,388	5.2	3,026	51.9	26.2	30.3	34.6	14.0	24.5	2.4	6.7	1.4	8.0
Greene		11.8	.0070	2.9	2.6	9,341	.0033	792	3,221	3.0	3,127	50.2	24.5	28.9	31.9	16.8	28.6	2.8	7.4	1.3	7.6
Gwinnett		32.6	.0193	8.5	6.9	33,333	.0118	1,022	3,922	9.3	3,580	40.1	17.1	31.0	29.9	22.7	33.7	4.5	10.4	1.7	8.9
Habersham		16.8	.0099	4.2		15,970	.0056	951	3,802	5.3	3,042	47.8	24.0	32.5	36.8	16.8	29.3	2.2	6.0	.7	3.9
Hall		44.4	.0263	11.8	16.7	51,161	.0180	1,152	4,336	13.4	3,814	38.7	15.5	31.3	28.2	22.9	31.9	4.5	10.0	2.6	14.4
Gainesville		16.7	.0099	4.9		24,293	.0086	1,455	4,958	6.0	4,053	37.7	14.2	30.4	25.9	23.5	30.8	4.9	10.0	3.5	19.1
Hancock		9.4	.0056	2.1		5,609	.0020	597	2,671	2.3	2,460	66.8	41.5	23.5	32.9	8.0	17.3	.9	3.1	.8	5.2
Haralson		14.6	.0087	3.7	2.9	14,627	.0052	1,002	3,953	4.2	3,488	42.9	18.9	30.3	30.1	20.8	31.9	4.4	10.5	1.6	8.6
Harris		10.8	.0064	2.7		9,031	.0031	836	3,345	2.8	3,198	52.4	25.0	28.4	30.6	14.5	24.1	2.5	6.6	2.2	13.7
Hart		13.1	.0077	3.2	2.7	10,990	.0039	839	3,434	3.8	2,888	54.1	28.6	27.9	33.4	15.2	28.0	2.0	5.7	.8	4.3
Heard		6.1	.0036	1.5		4,349	.0015	713	2,899	1.6	2,657	58.6	33.7	29.3	38.1	10.0	19.9	1.4	4.4	.7	3.9
Henry		15.7	.0093	3.8		12,241	.0044	780	3,221	3.9	3,145	51.2	24.9	26.0	28.5	18.3	30.9	3.2	8.4	1.3	7.3
Houston	86	28.3	.0168	7.3	16.2	35,162	.0123	1,242	4,817	8.8	3,998	34.8	13.3	27.8	24.0	28.6	38.0	6.5	13.6	2.3	11.1
Irwin		10.7	.0063	2.3	2.4	8,693	.0031	812	3,780	2.7	3,204	53.6	25.5	27.9	30.1	13.5	22.4	2.7	7.1	2.3	14.9
Jackson		17.5	.0104	4.4	3.1	15,618	.0055	892	3,550	5.0	3,117	48.5	23.7	31.9	35.3	15.5	26.4	2.9	7.8	1.2	6.8
Jasper		6.6	.0039	1.6		5,666	.0020	858	3,541	1.9	3,051	57.4	28.7	24.6	27.8	13.3	23.2	2.7	7.4	2.0	12.9
Jeff Davis		9.4	.0056	2.4	2.8	7,345	.0026	781	3,060	2.5	2,884	54.7	29.0	31.0	37.1	11.4	21.0	1.5	4.2	1.4	8.7
Jefferson		17.1	.0101	4.2		13,293	.0047	777	3,165	4.9	2,728	59.8	33.5	26.4	33.4	11.1	21.6	1.6	4.8	1.1	6.7
Jenkins		9.2	.0055	2.3	3.1	7,521	.0026	818	3,270	2.7	2,792	61.7	33.7	23.7	29.2	10.8	20.5	2.4	7.4	1.4	9.2
Johnson		8.6	.0051	2.3		6,359	.0023	739	2,765	2.5	2,536	65.3	39.3	24.0	32.7	8.5	17.7	1.3	4.3	.9	6.0
Jones		6.6	.0039	1.6		5,721	.0020	867	3,576	1.7	3,299	51.6	23.9	28.3	29.6	13.7	22.0	4.1	10.4	2.3	14.1
Lamar		9.5	.0056	2.4	3.9	11,154	.0039	1,174	4,648	2.9	3,808	38.9	15.6	30.1	27.3	23.2	32.4	5.3	11.7	2.5	13.0
Lanier		4.9	.0029	1.3		3,930	.0014	802	3,023	1.4	2,864	57.5	30.7	28.5	34.3	10.6	19.6	1.9	5.5	1.5	9.9
Laurens		30.5	.0181	7.7	14.6	25,417	.0090	833	3,301	8.9	2,858	57.2	30.6	26.3	31.6	12.8	23.9	2.6	7.5	1.1	6.4
Dublin		14.6	.0086	4.3		16,114	.0057	1,104	3,747	5.1	3,153	51.1	24.8	27.7	30.3	16.2	27.2	3.6	9.5	1.4	8.2
Lee		5.8	.0034	1.4		3,922	.0013	676	2,801	1.5	2,599	64.7	38.0	23.4	31.0	9.3	19.1	1.5	4.9	1.1	7.0
Liberty		8.9	.0053	2.2		6,230	.0022	700	2,832	2.2	2,801	56.1	30.6	29.3	36.0	12.1	23.0	1.6	4.8	.9	5.6
Lincoln		5.6	.0033	1.3		4,626	.0017	826	3,558	1.6	2,829	55.0	29.7	29.1	35.5	13.0	24.3	2.2	6.5	.7	4.0
Long		3.7	.0022	.9		2,897	.0010	783	3,219	1.1	2,692	59.9	33.9	27.2	34.9	10.3	20.4	1.7	5.2	.9	5.6
Lowndes		45.4	.0269	12.3	31.5	51,898	.0183	1,143	4,219	14.3	3,629	44.9	18.9	28.6	27.2	19.3	28.3	4.5	10.4	2.7	15.2
Valdosta		31.5	.0187	9.0		41,527	.0146	1,318	4,614	11.2	3,714	44.2	18.2	28.7	26.6	19.5	27.9	4.7	10.7	2.9	16.6
Lumpkin		6.9	.0041	1.5		6,150	.0021	891	4,100	2.3	2,693	62.0	35.2	24.5	31.2	11.0	21.7	1.4	4.5	1.1	7.4
McDuffie		11.7	.0069	3.0	3.7	11,742	.0042	1,004	3,914	3.5	3,358	48.8	22.2	27.4	28.2	17.8	28.1	4.0	9.9	2.0	11.6
McIntosh		6.4	.0038	1.6		5,273	.0018	824	3,296	1.7	3,163	58.0	28.0	25.8	28.2	10.3	17.3	3.2	8.4	2.7	18.1
Macon		12.8	.0076	3.1	2.7	9,981	.0035	780	3,220	3.7	2,669	63.3	36.2	22.8	29.5	10.8	21.5	2.1	6.5	1.0	6.3
Madison		10.9	.0064	2.6		8,802	.0032	808	3,385	3.1	2,843	54.9	29.5	30.2	36.6	12.2	22.8	1.6	4.7	1.1	6.4
Marion		6.3	.0038	1.4		3,977	.0014	631	2,841	1.5	2,601	63.5	37.3	25.9	34.3	8.2	16.7	1.3	4.2	1.1	7.5
Meriwether		20.2	.0119	5.1	3.8	19,080	.0067	945	3,741	5.7	3,351	48.7	22.2	27.0	27.8	18.2	28.9	4.2	10.5	1.9	10.6
Miller		8.2	.0049	2.0		6,702	.0023	817	3,351	2.4	2,829	58.6	31.6	27.2	33.1	10.8	20.3	2.0	6.0	1.4	9.0
Mitchell		21.6	.0128	5.2	8.0	18,391	.0065	851	3,537	6.0	3,050	54.6	27.3	26.9	30.5	13.8	24.1	3.1	8.4	1.6	9.7
Monroe		10.0	.0059	2.5	3.0	10,721	.0038	1,072	4,288	3.2	3,350	48.8	22.3	27.6	28.4	18.1	28.7	3.5	8.7	2.0	11.9
Montgomery		7.0	.0042	1.6		4,890	.0017	699	3,056	1.9	2,643	61.8	35.7	26.6	34.6	8.6	17.4	2.1	6.7	.9	5.6
Morgan		10.2	.0060	2.5		8,215	.0029	805	3,286	2.7	3,085	57.5	28.5	26.6	29.7	11.2	19.3	2.3	6.3	2.4	16.2
Murray		10.5	.0062	2.5		8,609	.0030	820	3,444	2.9	2,971	50.8	26.1	32.3	37.4	13.7	24.6	2.2	6.3	1.0	5.6
1 Muscogee	32	147.3	.0873	39.3	114.3	250,491	.0883	1,701	6,374	56.0	4,471	32.6	11.1	29.1	22.5	27.3	32.4	6.7	12.5	4.3	21.5
▲Columbus		98.5	.0584	27.9		157,420	.0555	1,598	5,642	34.0	4,634	30.9	10.2	29.4	21.8	27.9	32.0	7.0	12.7	4.8	23.3
Newton		20.0	.0118	5.0	8.5	22,448	.0079	1,122	4,490	6.0	3,730	36.1	14.8	34.3	31.7	23.9	34.1	3.6	8.0	2.1	11.4
Oconee		6.7	.0040	1.6		5,123	.0018	765	3,202	1.8	2,867	55.7	29.7	29.5	35.4	11.5	21.3	2.1	6.1	1.2	7.5
Oglethorpe		8.6	.0051	2.1		6,680	.0024	777	3,181	2.4	2,780	58.4	32.3	26.2	32.8	12.5	24.0	2.1	6.4	.8	4.5
Paulding		10.7	.0063	2.7		8,283	.0029	774	3,068	2.8	2,946	52.4	27.2	28.8	33.6	15.5	28.0	2.6	7.3	.7	3.9
Pearl		11.8	.0070	3.0	6.9	13,106	.0046	1,111	4,369	4.1	3,205	53.1	25.3	26.8	28.8	14.6	24.3	3.4	8.8	2.1	12.8
Pickens		8.4	.0050	2.1		7,304	.0026	870	3,478	2.3	3,132	44.8	21.9	35.1	38.6	17.1	28.9	2.1	5.7	.9	4.9
Pierce		10.1	.0060	2.4		7,879	.0028	780	3,283	2.5	3,100	52.0	25.6	28.8	32.0	14.1	24.2	3.6	9.8	1.5	8.4
Pike		7.6	.0045	1.8		6,024	.0021	793	3,347	2.1	2,902	55.2	29.1	27.9	33.0	13.6	25.0	2.2	6.4	1.1	6.5
Polk		31.0	.0183	7.9	13.8	31,523	.0111	1,017	3,990	8.7	3,618	35.9	15.2	35.1	33.5	23.5	34.4	3.9	9.0	1.6	7.9
Cedartown		10.2	.0060	2.9		12,775	.0045	1,252	4,405	3.1	4,062	28.8	10.8	35.2	29.9	28.1	36.8	5.6	11.5	2.3	11.0
Pulaski		7.8	.0047	2.0	3.0	7,168	.0025	919	3,584	2.3	3,076	53.6	26.6	25.3	28.4	15.9	27.4	3.9	10.6	1.3	7.0
Putnam		6.8	.0040	1.8	2.5	6,125	.0022	901	3,828	1.8	3,365	47.4	21.5	28.3	29.0	19.0	29.9	3.4	8.5	1.9	11.1

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

1 Information received too late for inclusion in the above table indicates that Muscogee County had a population of 150,000 as of Jan. 1, 1957.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

How to get full, accurate and *current* data on the South as a site of your branch office or plant . . .
See
ATLANTA
advertisement—page 311

WATCH FOR
JULY 10, 1957
The Survey of Industrial Buying Power
The Survey of Industrial Buying Power, for years a regular feature of the May 10 Survey of Buying Power, comes into its own this year—and will be published as a *separate issue* of Sales Management. Publication date: July 10.

GEORGIA

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Quitman		2.9	.0017	.7		1,984	.0007	684	2,834	.7	2,771	58.7	32.3	27.4	34.2	11.5	22.0	1.1	3.4	1.3	8.1
Rabun		7.1	.0042	1.7		5,652	.0020	796	3,325	2.1	2,730	59.4	33.2	25.7	32.4	12.2	23.8	1.9	5.8	.8	4.8
Randolph		11.9	.0071	2.9	3.5	10,256	.0036	862	3,537	3.6	2,818	60.4	32.7	26.3	32.2	9.3	17.5	2.4	7.3	1.6	10.3
Richmond	10	164.4	.0973	43.9	131.2	251,834	.0887	1,532	5,737	60.8	4,145	36.2	13.3	29.8	25.0	24.2	31.0	6.3	12.6	3.5	18.1
▲Augusta		99.4	.0589	28.4		146,758	.0517	1,476	5,168	35.2	4,173	35.6	13.0	30.6	25.3	24.0	30.6	6.2	12.5	3.6	18.6
Rockdale		8.8	.0053	2.2		8,477	.0030	963	3,853	2.4	3,581	40.8	17.4	33.8	32.5	19.0	28.2	4.2	9.8	2.2	12.1
Schley		3.3	.0019	.8		2,544	.0009	771	3,180	.9	2,830	54.7	29.5	28.9	35.3	13.2	24.8	2.6	7.6	.6	2.8
Screven		16.6	.0099	4.1	2.7	11,005	.0039	663	2,684	4.3	2,562	65.0	38.8	23.6	31.7	8.8	18.3	1.7	5.4	.9	5.8
Seminole		7.6	.0045	1.9	2.5	6,770	.0024	891	3,563	2.1	3,228	53.4	25.2	28.8	30.7	12.9	21.3	2.4	6.3	2.5	16.5
Spalding		32.1	.0190	8.7	19.6	43,902	.0155	1,368	5,046	10.1	4,343	29.4	10.3	31.3	24.9	29.4	35.9	6.7	12.9	3.2	16.0
Griffin		15.4	.0091	4.4		23,712	.0084	1,540	5,389	5.2	4,530	30.1	10.1	31.5	24.1	26.8	31.4	7.4	13.6	4.2	20.8
Stephens		18.4	.0109	4.8	7.6	20,723	.0073	1,126	4,317	5.6	3,687	38.2	15.8	30.9	28.9	24.4	35.2	4.6	10.5	1.9	9.6
Stewart		8.3	.0049	2.1		6,121	.0021	737	2,915	2.3	2,658	65.1	37.4	23.0	29.7	8.9	17.8	1.6	5.1	1.4	10.0
Sumter		23.1	.0137	6.2	13.0	23,400	.0083	1,013	3,774	7.3	3,214	53.1	25.2	25.3	27.1	16.1	26.6	3.6	9.4	1.9	11.7
Americus		13.0	.0077	4.0		16,038	.0057	1,234	4,010	4.6	3,525	47.3	20.5	26.5	26.0	19.2	28.9	4.6	10.9	2.4	13.7
Talbot		7.2	.0042	1.8	.1	5,198	.0018	722	2,888	1.9	2,790	59.3	32.5	28.0	34.4	9.6	18.3	1.7	5.2	1.4	9.6
Taliaferro		3.9	.0023	.9		2,816	.0010	722	3,129	1.0	2,690	59.3	33.7	26.2	33.7	11.7	23.0	2.3	7.1	.5	2.5
Tatnall		14.5	.0086	3.4		10,281	.0036	709	3,024	3.8	2,674	57.5	32.9	29.8	38.4	10.8	21.4	1.4	4.3	.5	3.0
Taylor		8.2	.0049	2.1		6,252	.0022	762	2,977	2.4	2,632	61.1	35.4	25.4	33.4	11.3	22.8	1.6	5.0	.6	3.4
Telfair		11.3	.0067	2.7		10,007	.0035	886	3,706	3.4	2,982	56.4	28.9	27.8	32.1	12.0	21.4	2.0	5.6	1.8	12.0
Terrell		12.5	.0074	3.0	3.9	10,548	.0037	844	3,516	3.7	2,882	59.7	31.6	24.5	29.4	11.6	21.3	2.6	7.5	1.6	10.2
Thomas		34.3	.0203	9.2	19.5	35,930	.0127	1,048	3,905	10.5	3,413	46.7	20.9	29.9	30.2	17.7	27.5	3.6	8.9	2.1	12.5
Thomasville		19.5	.0116	5.6		24,373	.0086	1,250	4,352	6.9	3,557	44.1	18.9	30.6	29.7	18.9	28.2	4.0	9.4	2.4	13.8
Tift		24.9	.0148	6.4	11.0	25,675	.0091	1,031	4,012	7.6	3,377	47.1	21.3	30.3	31.0	17.2	27.0	3.3	8.2	2.1	12.5
Tifton		8.5	.0050	2.6		11,670	.0041	1,373	4,488	3.0	3,893	39.5	15.5	30.3	26.8	22.2	30.4	5.0	10.8	3.0	16.5
Toombs		17.2	.0102	4.2	8.7	15,583	.0054	906	3,710	5.0	3,109	54.2	26.6	27.7	30.9	13.4	22.9	2.7	7.1	2.0	12.5
Towns		4.1	.0024	1.0		2,787	.0010	680	2,787	1.2	2,270	70.8	47.6	22.5	34.1	5.5	13.0	.9	3.3	.3	2.0
Treutlen		5.7	.0034	1.4		4,316	.0015	757	3,083	1.6	2,651	60.1	34.6	28.9	37.6	8.8	17.6	1.2	3.9	1.0	6.3
Troup		52.4	.0310	14.2	35.7	69,123	.0244	1,319	4,868	16.0	4,309	31.4	11.1	31.7	25.4	28.4	32.6	7.1	13.7	3.4	17.2
La Grange		27.3	.0162	7.5		38,921	.0137	1,426	5,189	8.6	4,518	28.8	9.7	31.4	23.9	28.0	33.0	8.0	14.8	3.8	18.6
West Point-Lanett (Ala)		*15.2*	*.0078*	*5.1*		*19,871*	*.0068*	*1,460*	*6,216*												
West Point		4.7	.0028	1.3		6,768	.0024	1,440	5,206	1.6	4,134	36.8	13.6	32.7	27.2	21.0	27.0	5.7	11.6	3.8	20.6
Turner		10.3	.0061	2.5	2.9	9,301	.0033	903	3,720	3.0	3,152	54.8	26.5	27.4	30.1	12.8	21.6	2.7	7.1	2.3	14.7
Twiggs		7.4	.0044	1.7		5,568	.0019	752	3,275	1.9	2,894	51.0	26.9	33.3	39.7	13.1	24.0	1.9	5.4	.7	4.0
Union		7.1	.0042	1.7		4,628	.0017	652	2,722	1.9	2,499	63.2	38.6	27.4	37.8	8.2	17.3	.6	2.2	.6	4.1
Upson		25.9	.0153	6.8	13.4	30,140	.0106	1,164	4,432	7.4	4,072	30.2	11.3	33.0	27.8	28.9	37.8	5.6	11.6	2.3	11.5
Thomaston		7.2	.0043	2.0		9,703	.0034	1,348	4,852	2.2	4,316	31.6	11.2	33.6	26.8	25.1	30.9	5.9	11.5	3.8	19.6
Walker	27	42.6	.0253	11.6	14.2	55,735	.0196	1,308	4,805	12.9	4,336	29.5	10.4	33.6	26.7	27.4	33.6	5.9	11.4	3.6	17.9
Walton		19.3	.0114	4.9	4.4	17,441	.0062	904	3,559	5.4	3,227	46.7	22.1	28.3	30.2	21.0	34.6	3.0	7.8	1.0	5.3
Ware		34.1	.0202	9.0	24.2	42,436	.0149	1,244	4,715	10.7	3,962	37.4	14.4	29.8	26.0	24.8	33.2	5.1	10.8	2.9	15.6
▲Waycross		22.1	.0131	6.3		31,880	.0112	1,443	5,060	7.7	4,159	35.0	12.9	29.5	24.4	26.6	34.0	5.5	11.1	3.4	17.6
Warren		8.2	.0049	2.0		6,315	.0023	770	3,158	2.3	2,720	59.0	33.1	27.4	34.9	10.6	20.6	2.1	6.4	.9	5.0
Washington		18.7	.0110	4.7	4.0	13,767	.0048	736	2,929	5.1	2,678	61.3	35.0	25.8	33.1	10.1	20.1	1.8	5.8	1.0	6.0
Wayne		14.2	.0085	3.5	4.6	12,688	.0045	894	3,625	3.9	3,277	48.7	22.7	30.1	31.8	16.3	26.4	2.9	7.3	2.0	11.8
Webster		4.1	.0024	.8		2,474	.0009	603	3,093	.9	2,737	69.5	38.8	21.1	26.6	4.9	9.5	2.1	6.4	2.4	18.7
Wheeler		5.9	.0035	1.4		4,488	.0015	761	3,206	1.5	3,012	57.4	29.1	27.8	31.9	10.7	18.8	1.9	5.2	2.2	15.0
White		5.7	.0034	1.4		3,675	.0013	645	2,625	1.5	2,374	66.7	42.9	24.3	35.4	8.0	17.9	.8	2.7	.2	1.1

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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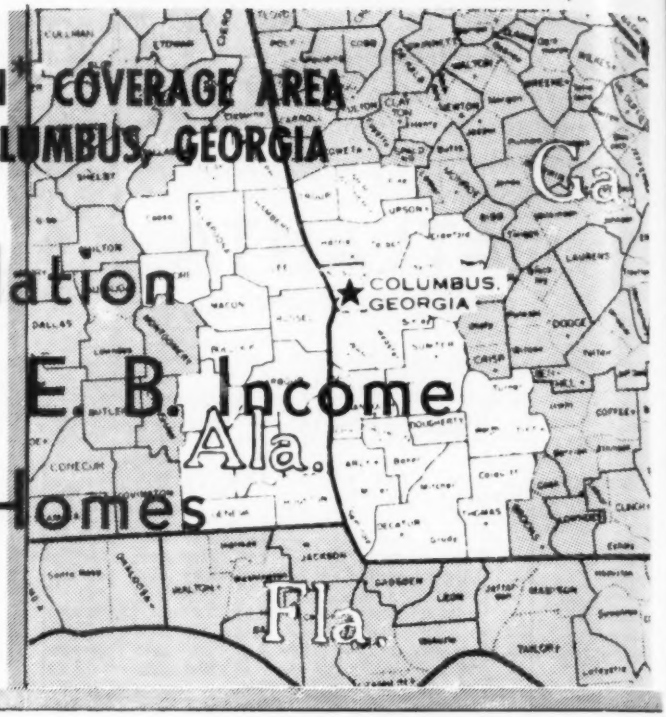
Before using these figures, read foreword, page 11.

IN ITS 53 COUNTY NIELSEN* COVERAGE AREA
WRBL-TV, CHANNEL 4, COLUMBUS, GEORGIA
Offers You

1,186,100* Population

$1,295,785,000* E. B. Income

155,280** TV Homes



Channel 4 WRBL-TV
CBS abc
COLUMBUS, GEORGIA

CALL HOLLINGBERY CO.

* Preliminary estimate 1957 Survey of Buying Power

** March Television Magazine

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

GEORGIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Whitfield		38.8	.0229	10.2	19.0	46,273	.0163	1,193	4,537	11.6	3,974	31.1	11.9	35.4	30.9	26.7	35.6	4.4	9.2	2.4	12.4
Dalton		19.0	.0113	5.4		26,771	.0094	1,409	4,958	6.3	4,283	28.5	10.2	34.5	27.7	28.6	35.5	5.1	10.0	3.3	16.6
Wilcox		8.5	.0051	2.2		6,822	.0024	779	3,010	2.4	2,732	58.5	32.7	28.0	35.5	10.8	20.9	1.8	5.4	.9	5.5
Wilkes		11.1	.0065	2.7	3.4	9,352	.0033	843	3,464	3.2	2,934	58.7	30.6	25.8	30.4	11.4	20.6	2.3	6.4	1.8	12.0
Wilkinson		8.7	.0052	2.2		8,307	.0029	955	3,776	2.6	3,148	45.9	22.2	33.4	36.6	17.0	28.7	2.7	7.2	1.0	5.3
Worth		17.8	.0105	4.2	2.4	14,122	.0050	793	3,362	5.0	2,827	61.3	33.1	25.2	30.8	9.8	18.4	1.9	5.6	1.8	12.1
Total Above Cities		1487.6	.8814	432.5		2,471,525	.8707	1,661	5,715	537.3	4,600	32.7	10.9	28.7	21.5	26.3	30.4	7.5	13.6	4.8	23.6
State Total		3739.1	2.2150	979.4	1874.0	4,809,921	1.6949	1,286	4,911	1216.7	3,953	41.1	15.9	28.2	24.6	21.8	29.3	5.5	11.6	3.4	18.6

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Atlanta	8	843.7	.4997	241.4	654.3	1,574,793	.6549	1,867	6,524
Augusta	10	265.8	.1574	71.0	153.4	358,459	.1262	1,349	5,049
Columbus	32	234.1	.1387	51.7	143.1	379,416	.1337	1,621	7,339
Macon	88	163.4	.0968	46.2	126.1	236,837	.0833	1,449	5,126
Savannah	133	165.0	.0977	48.5	145.4	246,742	.0870	1,495	5,087
Total Above Areas		1,672.0	.9903	458.8	1,222.3	2,796,247	.9851	1,672	6,095

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Appling		10,488	.0065	3,496	.0049	63	71	1,916	168	632	322	257	3,511	1,054	867	353
Atkinson		2,676	.0013	1,574	.0022	52	31	759	106	307	32	131	...	498	223	109
Bacon		7,825	.0041	3,557	.0035	67	79	1,761	276	422	95	286	2,448	678	491	364
Baker		902	.0005	820	.0014	45	16	306	13	96	...	...	...	41	...	28
Baldwin		15,541	.0081	2,826	.0108	52	38	4,370	664	2,059	604	558	3,280	1,428	947	596
Milledgeville		14,486	.0075		.0063	91	109	4,040	598	1,754	604	558	3,139	1,343	947	596

1 Information received too late for inclusion in the above table indicates that Muscogee County had a population of 150,000 as of Jan. 1, 1957.

Before using these figures, read foreword, page 11.

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Eugene Evans, Superintendent
Piggly Wiggly and Sims Stores, Inc.
The sure answer to profitable food advertising in the Macon market is The Macon Telegraph and News.



E. B. Barker, President, R. A. McCord Motor Co.
Macon's Exclusive Ford Dealer
In Macon, as in any other sizeable market, the successful growing merchants are those who use consistent newspaper advertising.



Charlie Ridley, President
Dixie Distributing Company
Wholesale Whiskey Dealers
We depend on The Macon Telegraph and News as the principal medium to promote the brands which we carry.

These Macon Merchants Know the Macon Market

THEY USE THE MACON NEWSPAPERS!

You too, can use for PROFIT, the Dominant Coverage Middle Georgia's Favorite Newspapers offer.

THE MACON TELEGRAPH and MACON NEWS

MACON, GEORGIA — Represented by THE BRANHAM COMPANY

GEORGIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

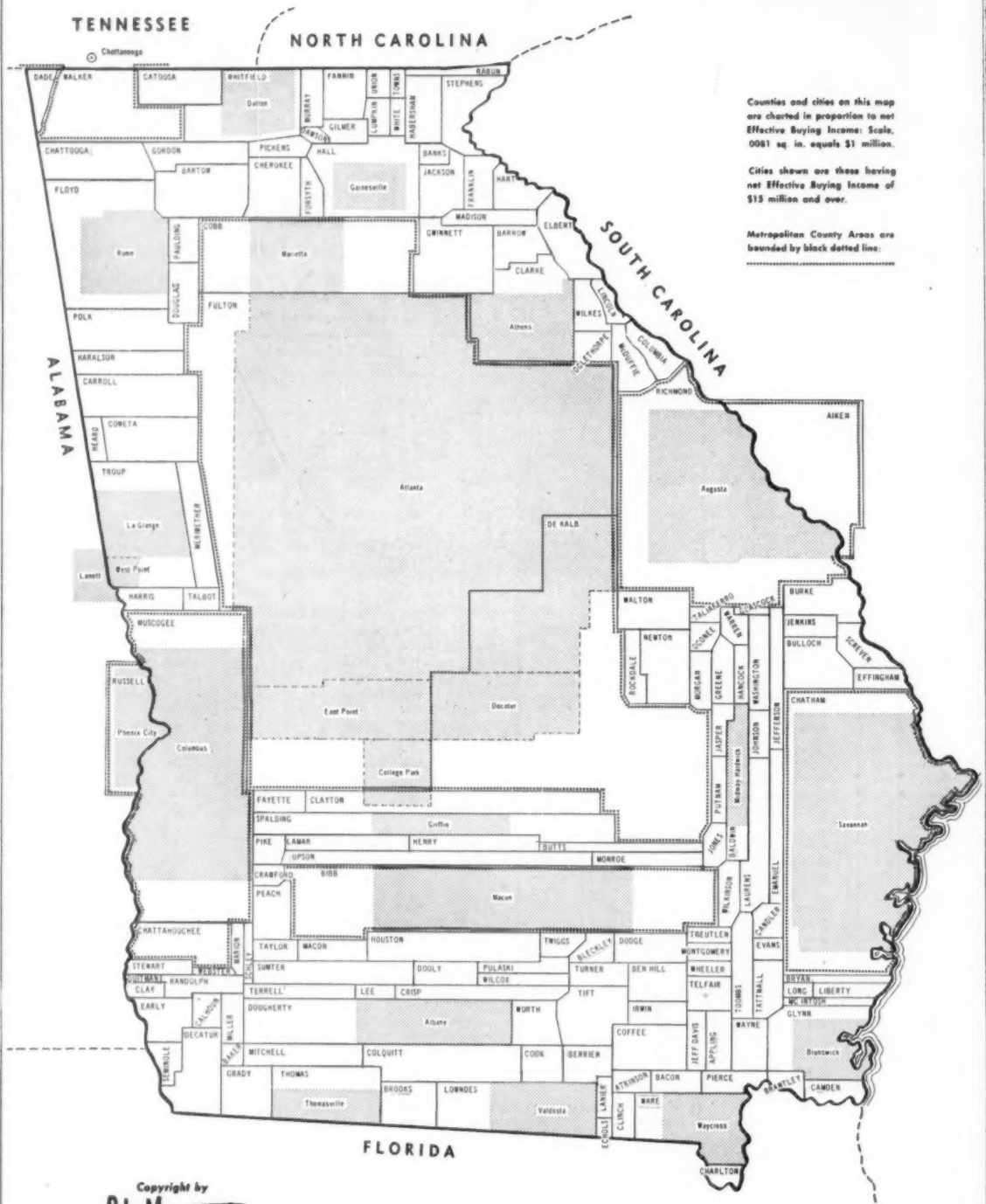
COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Banks		473	.0002	315	.0015	43	6	343	...	40	...	31	...	35	...	...
Barrow		13,086	.0068	3,849	.0057	75	89	3,134	251	1,349	328	927	2,714	857	1,296	394
Bartow		18,508	.0096	2,644	.0112	69	59	5,377	1,035	1,721	1,160	1,098	3,439	1,287	1,208	690
Cartersville		14,417	.0075		.0057	108	142	3,771	553	974	1,123	1,040	3,178	976	933	573
Ben Hill		12,396	.0064	3,262	.0060	71	78	2,714	347	870	587	393	2,573	1,343	1,610	308
Fitzgerald		11,746	.0061		.0049	88	109	2,470	347	870	547	393	2,422	1,302	1,492	308
Berrien		13,327	.0070	4,442	.0056	74	92	5,768	314	226	255	190	1,491	1,427	934	405
Bibb	86	146,121	.0759	3,756	.0743	93	95	32,004	7,739	22,596	12,021	6,914	26,763	10,841	7,912	5,335
▲Macon		139,373	.0724		.0563	111	143	29,979	6,661	22,486	12,021	6,870	25,961	9,572	6,949	5,060
Bleckley		5,944	.0031	2,830	.0031	63	63	1,473	144	413	248	196	1,393	882	497	238
Brantley		2,522	.0013	1,681	.0019	50	34	993	294	214	...	56	...	637	100	103
Brooks		9,840	.0051	2,659	.0057	59	53	2,266	329	922	458	323	2,993	467	1,098	286
Bryan		5,604	.0029	4,003	.0025	69	81	1,654	342	279	...	...	1,365	1,418	106	84
Bulloch		17,166	.0089	3,012	.0088	65	66	3,594	1,129	1,861	698	827	2,705	2,365	1,536	629
Statesboro		13,658	.0071		.0043	108	178	2,729	670	1,557	650	778	2,524	1,637	1,212	542
Burke		9,773	.0051	1,777	.0070	55	40	2,377	224	1,006	663	623	2,000	683	904	230
Butts		5,579	.0029	2,536	.0033	63	56	1,425	169	848	109	195	1,306	578	433	88
Calhoun		3,976	.0021	1,988	.0027	56	44	699	22	625	79	128	745	378	787	281
Camden		4,557	.0023	1,981	.0033	67	47	1,010	250	689	60	121	712	513	452	177
Candler		5,975	.0031	3,319	.0029	69	74	1,242	74	101	321	90	1,663	230	959	156
Carroll		24,606	.0128	2,861	.0132	69	67	4,955	609	3,322	1,852	1,486	6,213	1,687	2,052	753
Carrollton		16,707	.0087		.0063	95	132	3,175	487	1,139	1,529	1,129	4,785	993	1,680	519
Catoosa		7,918	.0041	1,800	.0066	66	41	2,356	423	526	186	254	1,614	1,147	392	438
Charlton		4,264	.0022	3,876	.0020	74	81	865	569	224	265	184	956	685	225	196
Chatham	133	178,611	.0928	3,683	.0909	93	95	40,263	12,121	23,058	16,314	11,118	31,879	14,137	7,447	5,852
▲Savannah		169,313	.0880		.0781	99	111	37,179	10,794	22,740	16,314	10,760	31,567	12,169	7,103	5,415
Chattahoochee	32	1,321	.0007	826	.0210	81	3	155	...	771	297	...	...	98	...	...
Chattooga		14,036	.0073	2,599	.0092	71	57	2,845	265	2,657	841	274	3,501	1,511	710	457
Cherokee		22,445	.0117	4,316	.0095	78	96	5,158	435	1,778	152	594	2,541	842	321	400
Clarke		49,274	.0256	4,479	.0234	96	104	9,403	3,095	4,843	2,900	2,824	10,284	4,971	2,969	1,847
Athens		46,739	.0243		.0218	102	114	8,934	2,796	4,792	2,900	2,824	10,074	3,860	2,888	1,847
Clay		1,875	.0009	1,442	.0016	53	30	240	108	84	82	61	413	267	326	85
Clayton	8	11,530	.0060	1,478	.0130	74	34	4,859	737	689	174	189	578	2,467	1,109	281
Clinch		4,133	.0022	2,755	.0025	74	65	832	117	434	52	197	1,166	769	...	143
Cobb	8	79,080	.0410	3,189	.0457	84	76	23,191	5,099	6,382	4,948	5,394	12,815	9,156	5,109	3,049
Marietta		49,148	.0255		.0241	100	106	13,155	3,243	3,865	4,046	3,685	10,860	4,252	1,610	2,075
Coffee		16,327	.0085	2,721	.0097	63	55	3,018	498	1,495	772	542	4,407	1,817	1,235	927
Douglas		13,685	.0071		.0051	94	131	2,169	463	1,336	772	542	4,407	1,103	1,116	560
Colquitt		29,761	.0155	3,235	.0153	71	72	8,186	897	2,369	1,349	1,628	6,747	2,073	2,683	1,144
Moultrie		24,243	.0126		.0089	102	145	6,839	754	1,855	1,321	1,599	5,779	1,671	1,151	1,045
Columbia		2,322	.0012	1,055	.0030	56	22	1,046	33	358	...	31	291	492	...	...

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

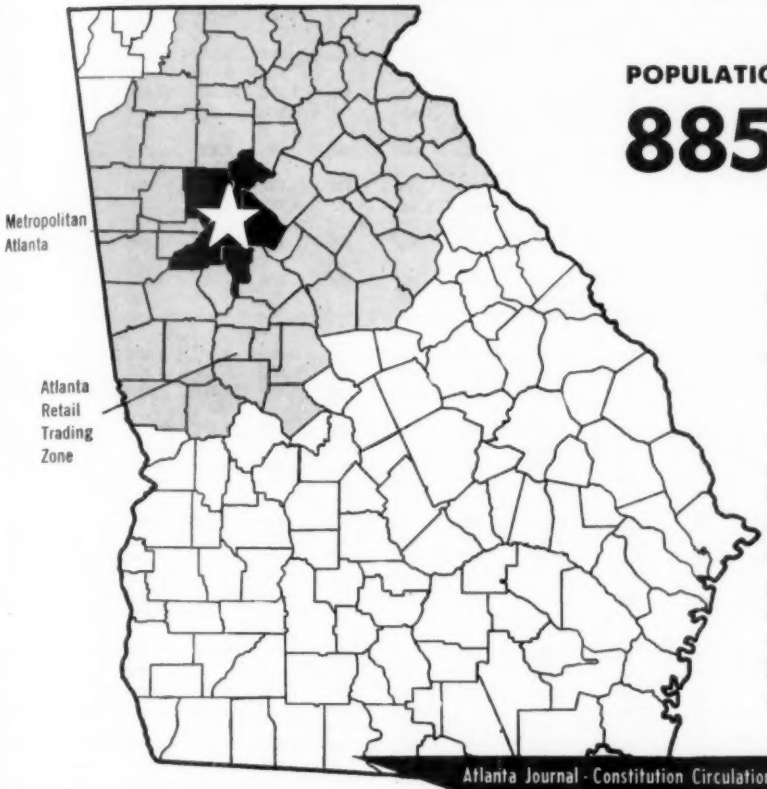
GEORGIA



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Sales Management

Clayton County is now part of the Atlanta Metropolitan Area.

Mass movement of goods in Georgia demands that major advertising effort be concentrated on Metropolitan Atlanta



POPULATION NOW OVER

885,000

Metropolitan Atlanta is the densely populated, high-income area that accounts for ONE-THIRD of Georgia's retail sales. Add in Atlanta's Retail Trading Zone and you get OVER ONE HALF (52.4%) of Georgia's retail sales. The Atlanta Journal and Constitution dominates this mass market for you. But *in addition* these newspapers give you a state-wide readership of remarkable intensity. Few newspapers in the nation, none in Dixie, enable you to concentrate so heavily on an entire state.

Atlanta Journal - Constitution Circulation and Family Coverage

	POPULATION	% OF STATE	FAMILIES	% OF STATE	COMBINED DAILY	% FAMILY COVERAGE	SUNDAY	% FAMILY COVERAGE	RETAIL SALES	% OF STATE	NET EFFECTIVE BUYING INCOME	% OF STATE
ATLANTA 4-County Metropolitan Area	885,000	23.7	262,779	26.9	259,758	98.8	214,244	81.5	$1,178,805,000	34.0	$1,574,793,000	32.9
RTL. TRADING ZONE and METRO. ATLANTA (60-County Area)	1,797,300	48.2	475,100	50.9	357,272	75.2	334,158	67.3	$1,878,447,000	54.1	$2,512,034,000	52.4
GEORGIA Entire State (159 Counties)	3,727,100	100.0	976,200	100.0	427,663	43.8	452,105	46.3	$3,470,897,000	100.0	$4,789,514,000	100.0

Greatest circulation in the South

ABC Publisher's Statement, 9/30/56

452,667 Daily 504,759 Sunday

Chart Sources: ABC Audit, 12 mos. ending Sept. 30, 1955; Sales Management Survey of Buying Power, 5/10/57; Metropolitan Planning Comm. latest official estimates.

The Atlanta Journal

Covers Dixie Like the Dew

THE ATLANTA CONSTITUTION

The South's Standard Newspaper

Represented by Kelly-Smith Co.

GEORGIA

RETAIL SALES — SM ESTIMATES, 1956

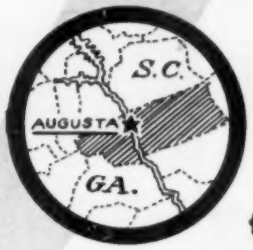
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COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Cook		8,485	.0044	2,926	.0044	65	65	1,754	214	1,088	298	591	991	1,247	1,121	387
Coweta		19,149	.0099	2,487	.0111	65	58	5,250	775	2,114	1,035	823	3,986	2,016	1,589	742
Newnan		15,906	.0083		.0065	90	115	3,955	597	1,158	1,035	727	3,986	1,732	1,362	662
Crawford		1,972	.0011	1,643	.0018	56	34	733	155	451	32	...	197	388	...	36
Crisp		13,255	.0069	2,820	.0069	66	68	3,061	322	1,645	505	660	2,912	1,352	1,264	386
Cordele		12,768	.0066		.0054	86	105	2,800	258	1,598	505	660	2,912	1,352	1,221	293
Dade		2,740	.0014	1,612	.0027	53	27	775	64	664	...	136	681	295	...	56
Dawson		2,141	.0011	3,059	.0010	59	65	445	87	96	...	47	137	221	...	24
Decatur		18,623	.0097	2,450	.0112	67	58	4,513	565	1,782	1,114	683	3,914	1,514	1,914	660
Bainbridge		15,802	.0082		.0058	105	149	3,697	365	1,472	1,114	548	3,914	1,060	1,611	416
De Kalb	8	127,051	.0660	2,366	.1111	102	61	41,826	3,777	12,713	3,557	4,924	23,025	14,349	8,862	7,112
Decatur		56,849	.0295		.0226	147	192	16,067	602	5,649	1,728	1,743	18,138	4,195	2,429	2,271
1▲Atlanta																
Dodge		8,823	.0045	2,262	.0055	59	48	2,706	204	902	449	260	2,435	531	906	166
Dooly		4,896	.0026	1,579	.0039	53	35	1,317	75	725	172	136	967	659	275	271
Dougherty		70,880	.0368	4,486	.0323	95	109	16,601	2,981	5,800	4,357	4,719	12,652	6,345	6,933	2,382
Albany		68,177	.0354		.0278	103	132	15,109	2,494	5,771	4,357	4,719	12,437	6,246	6,933	2,180
Douglas		8,056	.0042	2,899	.0047	63	56	2,503	186	443	42	172	3,281	721	206	248
Early		7,272	.0038	1,818	.0054	58	40	1,523	159	440	170	529	1,437	1,509	864	270
Echols		168	.0001	336	.0006	43	7	37	...	91	...	...	...	40	...	...
Effingham		3,437	.0017	1,562	.0029	55	32	683	...	284	...	...	661	576	297	144
Elbert		12,604	.0066	2,865	.0069	69	66	3,250	397	1,137	804	512	3,141	1,023	848	566
Emanuel		13,435	.0070	3,124	.0067	66	69	2,661	417	1,703	433	372	3,828	1,221	1,282	331
Evans		8,082	.0042	5,375	.0027	77	120	1,234	476	279	206	324	2,813	624	1,145	217
Fannin		7,972	.0041	2,278	.0054	64	48	1,913	135	709	379	338	1,914	748	984	156
Fayette		4,165	.0022	2,192	.0029	63	48	1,017	110	1,034	...	...	698	544	163	217
Floyd		45,270	.0235	2,515	.0309	77	59	11,495	2,685	4,175	3,891	3,343	8,052	3,481	3,238	1,306
Rome		40,503	.0210		.0189	98	103	9,391	2,082	3,465	3,891	3,277	7,951	2,902	2,875	1,138
Forsyth		11,333	.0059	4,197	.0043	68	94	2,333	39	1,557	...	506	1,095	404	293	234
Franklin		8,868	.0046	2,771	.0048	61	61	1,557	39	968	202	844	1,759	583	894	135
Fulton	8	981,144	.4993	6,197	.3912	123	156	167,850	52,081	253,591	59,951	39,740	165,050	47,370	52,534	30,706
1▲Atlanta		892,006	.4634		.3685	125	157	153,077	48,353	251,388	59,614	37,910	134,402	43,376	48,286	29,193
East Point		42,640	.0222		.0226	111	109	7,842	723	1,232	250	1,773	23,558	2,301	1,968	1,167
College Park		12,642	.0066		.0108	96	59	6,559	183	519	158	246	147	1,372	1,875	822
Gilmer		5,824	.0029	2,445	.0030	54	52	1,096	95	536	259	167	1,626	329	281	161
Glascock		275	.0001	393	.0007	41	6	19	19	119	...	...	...	118	...	...
Glynn		41,601	.0216	4,333	.0190	92	105	10,347	2,520	2,952	2,729	2,985	10,481	2,857	2,479	1,987
Brunswick		35,987	.0187		.0142	104	136	8,536	1,733	2,784	2,322	2,918	10,327	2,177	1,703	1,234
Gordon		14,770	.0077	3,143	.0071	66	71	3,402	438	872	758	430	3,971	1,650	1,012	625
Grady		13,404	.0070	2,914	.0070	65	65	3,764	259	868	306	493	3,128	1,027	1,997	168
Greene		6,415	.0033	2,212	.0040	57	47	1,228	78	1,090	...	303	1,912	610	277	271
Gwinnett		30,701	.0159	3,612	.0148	76	82	5,458	459	4,032	1,003	1,132	8,177	3,071	4,156	749
Habersham		16,010	.0084	3,812	.0073	74	85	2,491	611	1,888	551	1,541	2,874	978	1,476	531
Hall		72,277	.0375	6,125	.0255	97	143	11,289	1,482	4,355	3,374	3,497	15,848	2,994	2,984	1,508
Gainesville		67,335	.0350		.0168	170	354	8,915	858	4,015	3,374	3,419	15,848	2,278	2,984	1,508
Hancock		4,395	.0023	2,093	.0028	50	41	1,230	43	496	334	200	1,282	368	213	97
Haralson		10,097	.0052	2,729	.0059	68	60	2,232	669	708	334	867	1,929	873	863	342
Harris		5,424	.0029	2,009	.0037	58	45	1,327	148	982	41	52	1,646	577	176	64
Hart		8,809	.0045	2,753	.0048	62	58	1,959	132	628	359	341	1,498	1,442	560	508
Heard		1,859	.0010	1,239	.0018	50	28	505	49	618	...	207	...	316	72	36
Henry		6,898	.0036	1,815	.0051	55	39	1,895	155	672	84	189	1,195	741	1,416	492
Houston	86	27,780	.0144	3,805	.0139	83	86	7,108	1,808	653	1,018	1,615	6,662	2,530	4,352	1,061
Irwin		4,195	.0022	1,824	.0034	54	35	1,212	97	223	213	56	580	515	803	211
Jackson		14,790	.0077	3,361	.0072	69	74	2,973	313	2,436	425	533	2,715	1,949	536	492
Jasper		3,485	.0018	2,178	.0023	59	46	701	27	778	79	85	648	306	504	211
Jeff Davis		8,486	.0044	3,536	.0037	66	79	2,497	48	480	148	212	2,474	1,075	1,061	141
Jefferson		9,433	.0049	2,246	.0059	58	49	1,995	339	1,106	261	237	1,732	1,226	1,601	405
Jenkins		5,838	.0030	2,538	.0033	60	55	1,497	98	137	256	335	887	882	888	257
Johnson		4,168	.0022	1,812	.0028	55	43	1,077	67	273	128	322	1,067	328	122	141
Jones		2,632	.0014	1,645	.0022	56	36	531	277	286	...	123	...	303	687	62
Lamar		7,252	.0037	3,022	.0042	75	66	2,346	249	297	396	413	1,811	652	195	242
Lanier		3,138	.0017	2,414	.0018	62	59	790	39	249	20	57	1,358	61	453	82
Laurens		24,294	.0126	3,156	.0119	66	70	5,494	859	2,734	1,308	1,820	6,135	2,458	1,032	787
Dublin		21,604	.0112		.0079	92	130	4,696	630	2,273	1,308	1,820	5,993	1,808	807	713
Lee		868	.0004	620	.0014	41	12	313	...	148	...	45	...	238	38	63

1 Atlanta is in both De Kalb and Fulton Counties. Also, it should be noted that general merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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The ONLY WAY

to reach the BIG $336,000,000 AUGUSTA, GEORGIA Market!

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The Augusta Chronicle
AUGUSTA HERALD

CBS WRDW—TV, CHANNEL 12
WRDW—RADIO, 1480

Represented nationally by THE BRANHAM COMPANY

GEORGIA

RETAIL SALES — SM ESTIMATES, 1956

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Liberty		7,081	.0037	3,219	.0033	62	70	2,089	416	779	190	80	1,894	821	50	176
Lincoln		2,602	.0014	2,002	.0019	58	42	634	62	292	108	115	640	316	335	55
Long		1,528	.0008	1,698	.0012	55	36	295	317	158	...	104	187	316	69	80
Lowndes		48,637	.0252	3,954	.0221	82	94	8,775	2,035	4,090	4,629	3,662	12,498	3,490	2,035	1,510
Valdosta		41,387	.0215		.0175	94	115	7,785	1,652	3,763	4,577	3,415	9,921	2,543	2,600	1,416
Lumpkin		3,481	.0018	2,321	.0024	59	44	575	42	627	45	61	1,105	263	128	182
McDuffie		8,710	.0045	2,903	.0048	70	65	1,753	298	855	511	811	1,794	1,142	1,084	290
McIntosh		3,087	.0017	1,929	.0022	58	45	886	225	123	22	117	945	409	98	42
Macon		6,424	.0033	2,072	.0043	57	43	1,718	73	716	96	243	1,444	566	886	212
Madison		2,789	.0014	1,073	.0033	52	22	973	26	767	94	79	...	410	104	112
Marion		2,399	.0013	1,714	.0018	47	34	578	16	599	45	...	691	123	183	87
Meriwether		10,645	.0055	2,087	.0074	62	46	3,009	472	1,077	663	658	1,849	911	611	433
Miller		3,863	.0020	1,932	.0027	55	41	848	23	304	58	142	1,191	365	471	206
Mitchell		13,722	.0071	2,639	.0080	63	55	3,488	203	2,318	599	488	2,455	1,709	1,023	385
Monroe		8,337	.0044	3,335	.0044	75	75	1,880	184	501	241	126	1,872	2,712	451	103
Montgomery		1,831	.0009	1,144	.0019	45	21	653	23	357	...	122	282	248	71	48
Morgan		4,773	.0025	1,909	.0034	57	42	1,281	220	501	109	272	872	536	410	222
Murray		4,653	.0024	1,861	.0035	56	39	1,393	201	395	114	73	952	751	124	202
Muscogee	32	158,936	.0828	4,044	.0984	99	95	34,555	9,365	23,624	13,969	10,847	30,815	12,023	4,497	5,221
▲Columbus		145,234	.0754		.0621	106	129	30,312	7,590	23,248	13,644	10,775	27,944	9,374	4,146	4,803
Newton		15,664	.0081	3,133	.0087	74	69	4,356	447	1,844	788	1,061	3,886	1,303	827	438
Oconee		1,096	.0006	685	.0019	48	15	532	33	115	...	...	133	171	41	...
Oglethorpe		1,775	.0009	845	.0025	49	18	268	16	284	...	127	528	341	96	79
Paulding		4,333	.0023	1,605	.0034	54	37	1,227	42	474	39	197	1,207	227	489	185
Peach		9,853	.0051	3,284	.0052	74	73	2,514	259	460	562	582	3,062	1,078	589	354
Pickens		8,746	.0045	4,165	.0037	74	90	1,307	41	365	456	79	1,621	417	658	165
Pierce		7,163	.0038	2,985	.0037	62	63	1,236	14	1,138	54	75	1,256	574	909	235
Pike		1,887	.0009	1,054	.0022	49	20	716	24	630	43	94	82	219	...	44
Polk		21,235	.0111	2,688	.0126	69	61	5,614	576	1,959	1,209	1,468	5,354	1,674	1,525	937
Cedartown		14,784	.0077		.0058	97	128	3,507	300	1,274	752	1,037	4,564	1,000	1,090	587
Pulaski		8,133	.0042	4,067	.0034	72	89	1,737	161	741	341	402	1,869	551	514	307
Putnam		6,025	.0031	3,766	.0029	73	78	1,165	164	381	14	206	644	1,223	217	191
Quitman		258	.0002	369	.0007	41	12	62	21	40	...	...	...	49	67	...
Rabun		4,462	.0023	2,625	.0025	60	55	919	190	181	546	134	1,398	324	506	190
Randolph		6,666	.0034	2,299	.0043	61	48	1,896	113	542	385	282	1,509	336	788	433
Richmond	10	160,413	.0834	3,654	.0888	91	86	38,252	11,306	24,957	11,257	8,862	31,855	10,397	6,266	4,352
▲Augusta		148,547	.0772		.0608	103	131	34,921	10,166	23,951	11,192	8,406	30,486	7,797	5,780	4,091
Rockdale		5,774	.0030	2,625	.0035	66	57	2,116	241	753	...	534	1,017	145	306	172
Schley		1,916	.0010	2,395	.0011	58	53	205	18	244	88	110	496	359	...	95

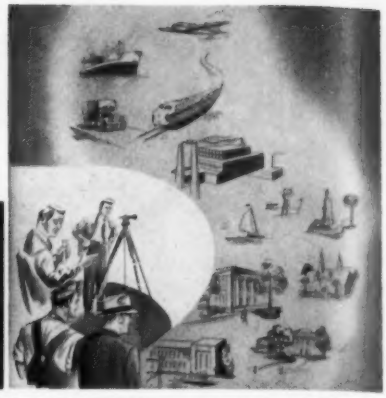
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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SAVANNAH REWARDS MEN OF VISION

Though Savannah is fully aware of its fame for gracious living amid surroundings of azaleas and flowering magnolias, there are other and more compelling attractions in the minds of men who seek new combinations of growth factors vital to their futures. Savannah's industrial progress has been both solid and impressive during the past 20 years—more than equal, in fact, to its productive capacity in all the 200 years preceding. Some of this growth is based on inherent manufacturing advantages. Some is due to its strategic location and port facilities. One or both, aided by the cooperative and progressive spirit of its people, may prove to be the combination best for you as a man of wisdom and energy. Write in confidence to:



Savannah District Authority
Committee on Industrial Development
P. O. Box 768 • Savannah, Georgia

GEORGIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Screven		8,544	.0044	2,084	.0052	53	44	2,136	642	1,001	...	409	1,538	552	1,355	202
Seminole		5,783	.0030	3,044	.0030	67	67	1,240	82	272	159	336	1,738	615	808	148
Spalding		33,425	.0174	3,842	.0168	88	92	8,800	1,328	2,606	2,772	2,296	6,335	3,419	3,008	1,065
Griffin		30,173	.0157		.0107	118	173	7,474	1,071	2,487	2,772	2,296	5,800	2,899	2,552	1,065
Stephens		13,789	.0071	2,873	.0080	73	65	3,392	326	1,348	775	1,087	3,428	835	979	382
Stewart		4,318	.0023	2,056	.0027	55	47	1,635	21	288	131	98	1,246	500	88	161
Sumter		17,961	.0093	2,897	.0097	71	68	4,846	494	1,409	1,695	927	3,296	1,802	1,308	734
Americus		15,961	.0083		.0069	90	108	4,282	477	870	1,695	927	3,258	1,590	1,281	633
Talbot		2,286	.0012	1,270	.0021	50	29	487	26	307	19	65	678	450	100	40
Taliaferro		1,250	.0006	1,389	.0011	48	26	310	24	320	79	42	...	156	73	34
Tattnall		9,104	.0048	2,678	.0050	58	56	1,902	291	665	118	379	3,063	1,652	503	235
Taylor		5,351	.0027	2,548	.0029	59	55	784	149	1,378	131	217	1,418	131	224	138
Telfair		7,830	.0041	2,900	.0043	64	61	2,278	248	760	232	448	1,595	1,314	327	263
Terrell		10,424	.0054	3,475	.0049	66	73	2,873	168	563	842	215	2,892	774	1,049	405
Thomas		31,650	.0165	3,440	.0154	76	81	7,564	1,229	2,823	1,875	1,101	6,433	3,074	2,287	1,554
Thomasville		27,036	.0140		.0108	93	121	6,059	1,153	2,124	1,777	1,101	5,902	2,638	2,004	1,354
Tift		21,106	.0109	3,298	.0108	73	74	5,535	908	1,021	1,755	1,594	3,977	1,886	1,806	684
Tifton		19,638	.0102		.0061	122	204	4,559	877	939	1,739	1,555	3,939	1,643	1,806	641
Toombs		15,400	.0080	3,867	.0071	70	78	3,441	347	813	1,305	600	4,059	1,415	1,425	541
Towns		1,719	.0009	1,719	.0013	54	38	201	73	399	26	75	459	127	180	40
Treutlen		1,892	.0010	1,351	.0017	50	29	693	68	295	...	195	231	176	84	85
Troup		46,846	.0243	3,299	.0257	83	78	11,036	2,074	5,612	3,729	3,348	10,812	3,921	1,305	1,415
La Grange		28,572	.0148		.0145	90	91	8,272	1,441	3,168	1,782	1,883	5,801	2,180	648	1,008
West Point (Ga.)-Lanett (Ala.)		*18,734*	*.0097*		*.0079*	*101*	*124*	*4,994*	*338*	*2,082*	*1,848*	*1,280*	*4,197*	*1,171*	*493*	*409*
West Point		12,608	.0065		.0037	132	232	1,239	242	1,908	1,635	1,207	3,844	817	381	257
Turner		6,823	.0036	2,729	.0039	64	59	1,444	209	406	309	142	1,303	992	1,286	191
Twiggs		830	.0004	488	.0020	45	9	185	30	277	...	...	145	98	...	61
Union		3,151	.0017	1,854	.0022	52	40	293	86	570	67	75	846	269	401	136
Upson		16,797	.0087	2,470	.0110	72	57	5,444	688	1,230	1,194	955	3,332	1,515	606	598
Thomaston		14,821	.0077		.0049	114	179	4,453	464	929	1,154	955	3,127	1,445	606	453
Walker	27	23,973	.0124	2,087	.0185	73	49	6,336	720	2,798	2,251	1,201	3,695	2,897	894	1,125
Walton		13,270	.0069	2,708	.0075	66	61	4,331	355	1,762	130	570	2,892	951	1,346	370
Ware		36,394	.0189	4,044	.0171	85	94	7,473	1,170	3,603	2,224	3,396	7,769	3,765	3,088	1,427
Waycross		34,478	.0179		.0136	104	137	6,886	975	3,347	2,224	3,396	7,769	3,722	2,425	1,427
Warren		3,637	.0019	1,819	.0027	55	39	891	19	189	178	255	1,371	304	212	187
Washington		9,463	.0049	2,013	.0061	55	45	2,607	181	921	575	563	837	1,020	1,193	251
Wayne		14,453	.0075	4,129	.0062	73	88	3,539	1,091	750	765	439	3,537	1,506	1,577	624
Webster		406	.0003	508	.0010	42	13	103	...	68	...	...	...	187	...	48
Wheeler		1,046	.0005	747	.0018	46	14	411	6	87	14	58	...	186	...	19
White		2,762	.0014	1,973	.0018	53	41	150	72	493	63	70	771	510	47	19
Whitfield		36,052	.0188	3,535	.0184	80	82	8,354	1,237	2,399	2,201	2,749	7,031	2,684	4,702	1,139
Dalton		32,623	.0169		.0120	106	150	7,654	1,069	1,899	2,201	2,586	6,828	2,064	4,615	1,139
Wilcox		2,993	.0015	1,360	.0026	51	29	903	43	443	20	120	387	379	38	73
Wilkes		7,911	.0041	2,930	.0042	65	63	1,882	141	893	292	266	1,762	806	1,063	284

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Table of Contents and Indexes on Pages 1, 3 and 5

GEORGIA — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Wilkinson		2,099	.0011	954	.0028	54	21	772	43	128	28	76	674	173	...	144
Worth		6,751	.0035	1,607	.0057	54	33	1,963	170	564	268	169	1,182	832	1,029	242
Total Above Cities		2,361,596	1.2267		.9800	111	139	482,487	113,721	414,599	168,627	129,477	463,492	149,389	131,069	79,012
State Total		3,470,897	1.8030	3,544	1.8314	83	81	772,087	158,865	523,657	203,702	172,763	679,916	276,322	224,262	117,317
METRO. AREAS																
Atlanta	8	1,178,805	.6123	4,882	.5810	112	123	237,726	61,694	273,375	68,630	80,247	201,468	73,342	67,413	41,148
Augusta	10	212,832	.1107	2,998	.1278	81	70	55,424	13,263	27,844	13,136	11,457	42,688	16,926	9,041	6,643
Columbus	32	177,481	.0923	3,433	.1223	88	67	41,068	11,064	25,426	14,576	11,389	32,351	13,975	5,358	5,695
Macon	86	173,901	.0903	3,764	.0882	91	93	39,112	9,547	23,249	13,039	8,529	33,425	13,371	12,264	6,396
Savannah	133	178,611	.0928	3,683	.0909	93	95	40,263	12,121	23,058	16,314	11,118	31,879	14,137	7,447	5,852
Total Above Areas		1,921,630	.9984	4,188	.9902	100	101	413,593	107,689	372,952	125,695	92,740	341,811	131,751	101,523	65,734

HAWAII — SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956

COUNTIES CITIES	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Honolulu		446.4	.2644	105.6	334.7	726,830	.2561	1,628	6,883	146.6	4,948	33.5	9.7	22.5	14.8	26.5	26.8	10.2	16.3	7.3	32.4
Honolulu		291.2	.1725	73.9	...	519,555	.1831	1,784	7,031	90.2	5,757	25.1	6.3	22.3	12.6	30.4	26.4	12.6	17.2	9.6	37.5
Hawaii		67.1	.0397	18.2	29.8	84,707	.0298	1,262	4,654	20.1	4,205	33.3	11.4	33.5	25.8	21.4	25.5	7.0	13.1	4.8	24.2
Hilo		28.8	.0171	6.5	...	29,259	.0138	1,363	6,040	8.2	4,773	33.2	10.0	27.5	18.7	23.6	24.7	8.7	14.4	7.0	32.2
Maui		46.0	.0273	13.1	22.9	57,607	.0203	1,252	4,397	13.2	4,375	24.5	8.1	38.9	28.8	24.6	28.1	7.6	13.7	4.4	21.3
Kauai		28.8	.0171	8.4	6.9	36,665	.0129	1,273	4,365	8.7	4,212	25.0	8.5	41.2	31.9	22.9	27.1	6.9	12.9	4.0	19.6
Kalawoa		.3	.0002	.1	...	...	...	...													
Total Above Cities		320.0	.1896	80.4	...	558,814	.1969	1,746	6,950	98.5	5,675	25.8	6.5	22.7	13.0	29.9	26.3	12.2	17.0	9.4	37.2
Territory Total		588.6	.3487	145.4	394.3	905,809	.3191	1,539	6,230	188.9	4,795	32.5	9.7	25.6	17.4	25.7	26.8	9.5	15.7	6.7	30.4

Hawaii percentages of Population, Income and Retail Sales are based on total for continental United States.

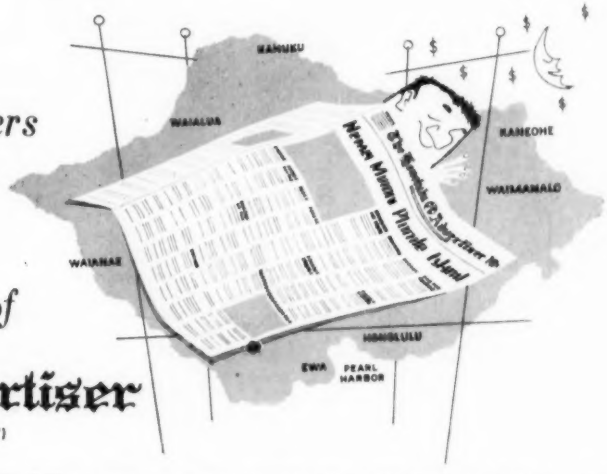
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Sales Managers sleep tight when they have the blanket coverage of

The Honolulu Advertiser

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These are the lowest milline rates in all Hawaii, with blanket coverage of the prime Oahu market assured. Regular Advertiser newspaper carrier boys deliver your advertising to all households whether or not they are Advertiser subscribers. For the best results in Hawaii, use the Advertiser Shopper.

HAWAII'S "GOOD" MORNING NEWSPAPER

Represented nationally by the Katz Agency, Inc.

HAWAII

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Honolulu		**383,174**	**.1990**	**3,629**	**.2406**	**91**	**75**	**94,961**	**43,033**	**58,020**	**25,312**	**22,095**	**62,597**	**26,890**	**6,746**	**13,258**
Honolulu		47,577	.1688	...	.1767	102	98	75,527	38,147	47,373	23,628	20,918	51,224	20,831	6,502	12,936
Hawaii		**47,577**	**.0247**	**2,614**	**.0303**	**76**	**62**	**14,308**	**2,586**	**7,850**	**2,434**	**1,620**	**10,687**	**3,974**	**586**	**738**
Hilo		33,654	.0175	...	.0156	91	102	9,112	1,776	3,051	2,135	1,371	10,334	2,194	473	705
Maui		**28,825**	**.0150**	**2,200**	**.0201**	**74**	**55**	**9,163**	**1,554**	**5,140**	**1,190**	**1,324**	**5,184**	**2,364**	**383**	**682**
Kauai		**19,164**	**.0100**	**2,281**	**.0129**	**75**	**58**	**5,329**	**1,425**	**4,256**	**540**	**390**	**4,879**	**1,092**	**56**	**60**
Total Above Cities		358,605	.1863		.1923	101	98	84,639	39,923	50,424	25,763	22,289	61,558	23,025	6,975	13,641
Territory Total		**478,740**	**.2487**	**3,293**	**.3039**	**87**	**71**	**123,761**	**48,592**	**75,268**	**29,476**	**25,429**	**83,347**	**34,320**	**7,771**	**14,738**

IDAHO —

(Other Mountain States: Arizona, Colorado, Montana, Nevada, New Mexico, Utah, Wyoming.)

Map, page 324

NUMBER OF OUTLETS

City	County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Blackfoot	**Bingham**	**5.9**	**142**	**20**	**26**	**4**	**8**	**8**	**15**	**19**	**14**	**4**
Boise	**Ada**	**42.6**	**674**	**97**	**111**	**70**	**45**	**54**	**87**	**34**	**14**	**14**
Burley	**Cassia**	**6.6**	**148**	**18**	**24**	**5**	**12**	**4**	**10**	**26**	**18**	**3**
Caldwell	**Canyon**	**12.3**	**196**	**32**	**29**	**22**	**14**	**6**	**15**	**28**	**21**	**4**
Coeur d'Alene	**Kootenai**	**14.2**	**248**	**41**	**48**	**17**	**14**	**11**	**16**	**34**	**20**	**12**
Idaho Falls	**Bonneville**	**26.0**	**333**	**44**	**58**	**20**	**41**	**24**	**29**	**39**	**23**	**9**
Lewiston	**Nez Perce**	**14.4**	**233**	**42**	**66**	**18**	**29**	**17**	**23**	**29**	**16**	**6**
Moscow	**Latah**	**12.1**	**136**	**15**	**15**	**13**	**10**	**11**	**13**	**15**	**14**	**8**
Nampa	**Canyon**	**18.1**	**240**	**40**	**43**	**30**	**10**	**9**	**16**	**24**	**22**	**5**
Pocatello	**Bannock**	**30.7**	**382**	**59**	**74**	**29**	**33**	**30**	**31**	**48**	**19**	**11**
Twin Falls	**Twin Falls**	**21.7**	**306**	**33**	**58**	**24**	**23**	**28**	**21**	**35**	**30**	**10**
Weiser	**Washington**	**4.1**	**94**	**16**	**15**	**4**	**8**	**4**	**9**	**10**	**11**	**1**

COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Ada	**184**	**80.9**	**.0480**	**25.3**	**57.2**	**126,829**	**.0447**	**1,568**	**5,013**	**27.3**	**4,642**	**26.0**	**8.1**	**25.9**	**18.2**	**32.8**	**35.5**	**9.9**	**16.9**	**5.4**	**21.3**
△Boise		42.6	.0252	14.2		85,608	.0302	2,010	6,029	16.6	5,147	26.1	7.3	24.1	15.4	32.3	31.5	11.1	17.1	6.4	28.7
Adams		**3.0**	**.0017**	**.9**		**4,206**	**.0014**	**1,402**	**4,673**	**1.0**	**4,248**	**30.6**	**10.4**	**26.2**	**20.2**	**32.7**	**38.7**	**5.9**	**10.9**	**4.6**	**19.8**
Bannock		**45.1**	**.0268**	**12.6**	**35.3**	**70,510**	**.0249**	**1,563**	**5,596**	**14.0**	**5,050**	**21.9**	**6.3**	**20.3**	**13.1**	**39.1**	**39.0**	**12.7**	**19.9**	**6.0**	**21.7**
Pocatello		30.7	.0182	8.8		55,907	.0197	1,821	6,353	10.4	5,355	22.2	6.0	19.9	12.1	38.9	36.5	12.9	19.1	6.1	26.3
Bear Lake		**6.5**	**.0038**	**1.8**	**2.6**	**7,030**	**.0025**	**1,082**	**3,906**	**1.8**	**3,958**	**28.0**	**10.2**	**33.0**	**27.2**	**28.9**	**36.7**	**7.5**	**15.1**	**2.6**	**10.8**
Benewah		**5.2**	**.0031**	**1.4**		**7,158**	**.0025**	**1,377**	**5,113**	**1.8**	**3,920**	**36.6**	**13.5**	**24.9**	**20.8**	**28.3**	**36.2**	**6.6**	**13.4**	**3.6**	**16.1**
Bingham		**27.7**	**.0164**	**6.8**	**5.9**	**34,366**	**.0121**	**1,241**	**5,054**	**7.5**	**4,600**	**23.7**	**7.4**	**30.2**	**21.5**	**32.0**	**35.0**	**8.8**	**15.1**	**5.3**	**21.0**
Blackfoot		5.9	.0035	1.7		9,260	.0033	1,569	5,447	1.9	4,881	21.7	6.4	29.9	20.0	34.4	35.5	8.9	14.4	5.1	23.7
Blaine		**5.0**	**.0030**	**1.4**		**7,075**	**.0025**	**1,415**	**5,054**	**1.7**	**4,071**	**30.4**	**10.8**	**27.3**	**21.8**	**31.8**	**39.0**	**7.5**	**14.8**	**3.2**	**13.8**
Boise		**1.8**	**.0010**	**.6**		**2,158**	**.0007**	**1,199**	**3,597**	**.7**	**3,211**	**44.8**	**20.0**	**26.9**	**27.4**	**22.2**	**34.7**	**5.2**	**12.8**	**1.2**	**5.1**
Bonner		**14.2**	**.0084**	**4.4**	**4.2**	**15,343**	**.0055**	**1,080**	**3,487**	**4.4**	**3,491**	**39.6**	**16.4**	**29.2**	**27.3**	**24.8**	**35.8**	**4.0**	**9.0**	**2.4**	**11.5**
Bonneville		**35.9**	**.0213**	**10.3**	**26.0**	**52,917**	**.0186**	**1,474**	**5,138**	**10.7**	**4,955**	**21.9**	**6.4**	**26.8**	**17.7**	**35.5**	**36.0**	**9.0**	**14.4**	**6.8**	**25.5**
Idaho Falls		26.0	.0154	8.0		44,546	.0157	1,713	5,568	8.4	5,281	22.1	6.1	26.3	16.1	35.7	34.0	9.1	13.7	6.8	30.1
Boundary		**5.6**	**.0033**	**1.6**		**6,314**	**.0022**	**1,126**	**3,946**	**1.6**	**3,831**	**34.1**	**12.9**	**28.8**	**24.6**	**26.8**	**35.1**	**7.6**	**15.7**	**2.7**	**11.7**
Butte		**3.2**	**.0019**	**.8**		**3,774**	**.0014**	**1,179**	**4,718**	**.9**	**4,284**	**31.1**	**10.5**	**32.1**	**24.5**	**24.5**	**28.8**	**6.7**	**12.4**	**5.6**	**23.8**
Camas		**1.5**	**.0009**	**.3**		**2,590**	**.0009**	**1,727**	**8,633**	**.8**	**4,617**	**29.1**	**9.1**	**31.5**	**22.3**	**22.1**	**24.1**	**10.9**	**18.6**	**6.4**	**25.9**
Canyon	**184**	**59.4**	**.0352**	**17.5**	**30.4**	**73,353**	**.0258**	**1,235**	**4,192**	**16.1**	**4,051**	**32.3**	**11.5**	**28.8**	**23.1**	**28.4**	**35.3**	**6.7**	**13.2**	**3.8**	**16.9**
Nampa		18.1	.0107	5.7		26,207	.0092	1,448	4,598	6.2	4,207	32.9	11.3	26.6	20.6	30.4	36.4	6.4	12.0	3.7	19.7
Caldwell		12.3	.0073	3.9		20,068	.0071	1,632	5,146	4.4	4,573	32.3	10.2	25.4	18.0	28.6	31.5	8.7	15.1	5.0	25.2
Caribou		**7.6**	**.0045**	**2.1**		**11,252**	**.0040**	**1,481**	**5,358**	**2.1**	**5,338**	**21.1**	**5.7**	**27.7**	**17.0**	**32.4**	**30.5**	**9.9**	**14.6**	**8.9**	**32.2**
Cassia		**14.5**	**.0086**	**3.9**	**6.6**	**16,929**	**.0059**	**1,168**	**4,341**	**4.1**	**4,139**	**31.8**	**11.1**	**30.2**	**23.8**	**26.5**	**32.2**	**7.1**	**13.5**	**4.4**	**19.4**
Burley		6.6	.0039	2.0		9,841	.0035	1,491	4,921	2.1	4,673	27.6	8.5	27.9	19.4	31.0	33.3	8.6	14.7	4.9	24.1
Clark		**.9**	**.0005**	**.2**		**1,147**	**.0004**	**1,274**	**5,735**	**.3**	**3,761**	**27.9**	**10.7**	**37.6**	**32.7**	**25.9**	**34.6**	**6.6**	**13.8**	**2.0**	**8.2**
Clearwater		**7.5**	**.0045**	**2.1**		**11,574**	**.0041**	**1,543**	**5,511**	**2.7**	**4,345**	**25.7**	**8.6**	**26.3**	**19.6**	**35.6**	**41.2**	**8.9**	**16.3**	**3.5**	**14.3**
Custer		**3.1**	**.0018**	**.9**		**3,547**	**.0013**	**1,144**	**3,941**	**.9**	**3,757**	**39.5**	**15.2**	**28.2**	**24.5**	**21.4**	**28.6**	**7.5**	**15.9**	**3.4**	**15.8**
Elmore		**10.4**	**.0062**	**3.1**		**14,125**	**.0050**	**1,358**	**4,556**	**3.4**	**4,198**	**24.5**	**8.4**	**30.6**	**23.8**	**32.8**	**39.3**	**9.4**	**17.8**	**2.7**	**10.7**
Franklin		**9.6**	**.0057**	**2.4**	**3.9**	**9,694**	**.0034**	**1,010**	**4,039**	**2.5**	**3,950**	**29.6**	**10.8**	**30.9**	**25.4**	**30.8**	**39.3**	**5.8**	**11.7**	**2.9**	**12.8**
Fremont		**8.5**	**.0050**	**2.3**	**2.5**	**10,621**	**.0037**	**1,250**	**4,618**	**2.3**	**4,545**	**27.6**	**8.8**	**29.8**	**21.3**	**28.5**	**31.5**	**8.4**	**14.6**	**5.9**	**23.8**
Gem		**8.0**	**.0047**	**2.4**	**2.9**	**9,132**	**.0032**	**1,142**	**3,805**	**2.5**	**3,620**	**34.7**	**13.9**	**30.0**	**26.9**	**27.6**	**36.4**	**5.8**	**12.8**	**1.9**	**8.0**
Gooding		**11.3**	**.0067**	**3.2**	**3.2**	**13,370**	**.0047**	**1,183**	**4,178**	**3.3**	**4,004**	**31.4**	**11.3**	**30.1**	**24.5**	**28.5**	**35.8**	**6.5**	**12.9**	**3.5**	**15.5**
Idaho		**11.0**	**.0065**	**3.1**	**2.5**	**13,477**	**.0048**	**1,225**	**4,347**	**3.2**	**4,165**	**33.0**	**11.4**	**23.9**	**18.9**	**30.9**	**37.3**	**8.2**	**15.5**	**4.0**	**16.9**
Jefferson		**11.0**	**.0066**	**2.6**		**9,904**	**.0035**	**900**	**3,809**	**2.6**	**3,839**	**37.1**	**14.0**	**28.8**	**24.5**	**24.1**	**31.5**	**6.3**	**13.0**	**3.7**	**17.0**
Jerome		**13.0**	**.0077**	**3.4**	**4.9**	**14,747**	**.0052**	**1,134**	**4,337**	**3.7**	**4,004**	**30.2**	**10.9**	**31.5**	**25.7**	**28.2**	**35.3**	**6.7**	**13.3**	**3.4**	**14.8**
Kootenai		**27.8**	**.0164**	**8.6**	**14.2**	**38,230**	**.0134**	**1,375**	**4,448**	**9.2**	**4,170**	**31.4**	**10.9**	**25.7**	**20.1**	**31.9**	**38.4**	**7.0**	**13.4**	**4.0**	**17.2**
Coeur d'Alene		14.2	.0084	4.7		23,596	.0083	1,662	5,020	5.0	4,702	28.5	8.8	23.9	16.6	34.4	36.8	8.2	13.8	5.0	24.0
Latah		**23.9**	**.0142**	**6.8**	**12.1**	**37,027**	**.0131**	**1,549**	**5,443**	**9.5**	**3,907**	**36.9**	**13.6**	**25.4**	**21.3**	**27.1**	**34.8**	**7.1**	**14.4**	**3.5**	**15.9**
Moscow		12.1	.0072	3.2		22,577	.0080	1,866	7,055	5.7	3,936	40.0	14.7	24.6	20.4	25.1	32.0	6.9	13.9	3.4	19.0
Lemhi		**5.9**	**.0035**	**1.8**	**2.6**	**6,537**	**.0023**	**1,108**	**3,632**	**1.9**	**3,426**	**40.4**	**17.0**	**33.4**	**32.0**	**16.9**	**27.7**	**4.8**	**11.0**	**2.5**	**12.3**

Hawaii percentages of Population, Income and Retail Sales are based on total for continental United States.

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IDAHO COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Lewis		4.0	.0024	1.2		8,261	.0029	2,065	6,884	1.3	6,170	22.2	5.2	24.2	12.8	29.4	24.0	10.5	13.5	13.7	44.5
Lincoln		3.9	.0023	1.1		4,988	.0018	1,279	4,535	1.2	4,006	27.9	10.0	33.8	27.6	29.1	36.5	6.0	11.9	3.2	14.0
Madison		9.4	.0055	2.4	4.5	10,207	.0038	1,088	4,253	2.4	4,316	33.2	11.1	26.9	20.4	27.7	32.2	6.5	11.9	5.7	24.4
Minidoka		9.1	.0054	2.3	2.9	10,778	.0038	1,184	4,686	2.6	4,167	26.9	9.3	34.2	26.7	27.2	32.6	7.7	14.6	4.0	16.8
Nez Perce		23.4	.0139	7.4	19.0	39,350	.0138	1,682	5,318	8.2	4,774	27.0	8.2	22.5	15.5	34.7	36.5	9.6	15.9	6.2	23.9
Lewiston		14.4	.0085	5.0		29,792	.0105	2,069	5,958	5.8	5,166	26.7	7.5	22.0	13.8	34.6	33.7	10.2	15.7	6.5	29.3
Oneida		3.7	.0022	.9	2.3	4,398	.0016	1,199	4,887	1.0	4,502	28.2	9.1	27.9	20.2	29.4	32.8	9.2	16.2	5.3	21.7
Owyhee		6.3	.0037	1.7		6,578	.0023	1,044	3,869	2.0	3,363	41.2	17.7	32.8	31.9	19.4	29.0	4.2	9.9	2.4	11.5
Payette		12.4	.0074	3.7	4.3	13,265	.0047	1,070	3,585	3.7	3,558	36.7	14.9	33.5	30.7	22.2	31.3	5.1	11.4	2.5	11.7
Power		3.3	.0019	.8	.1	5,099	.0018	1,545	6,374	1.0	5,224	26.7	7.9	23.6	14.8	29.4	28.3	8.7	13.2	9.6	35.8
Shoshone		22.3	.0132	6.7	8.1	37,608	.0132	1,686	5,613	7.7	4,858	16.3	4.9	22.2	14.9	47.2	48.8	10.3	16.8	4.0	14.6
Teton		2.8	.0017	.7		2,756	.0010	984	3,937	.7	3,739	28.4	11.0	39.3	34.3	25.8	34.7	3.9	8.3	2.6	11.7
Twin Falls		44.6	.0264	13.7	24.6	66,279	.0233	1,486	4,838	14.1	4,695	25.4	7.8	28.6	19.9	31.2	33.4	8.6	14.5	6.2	24.4
Twin Falls		21.7	.0129	7.1		38,492	.0136	1,774	5,421	7.4	5,174	24.0	6.7	25.4	16.1	34.5	33.5	9.6	14.7	6.5	29.0
Valley		3.9	.0023	1.2		5,689	.0020	1,459	4,741	1.2	4,648	22.9	7.1	21.4	15.0	43.1	46.6	8.1	13.8	4.5	17.5
Washington		8.2	.0049	2.5	4.1	9,569	.0034	1,167	3,828	2.5	3,785	35.6	13.6	28.7	24.7	27.0	35.9	5.7	11.9	3.0	13.9
Weiser		4.1	.0024	1.3		5,496	.0019	1,340	4,228	1.4	4,003	33.5	12.1	26.0	21.2	31.3	39.3	6.4	12.7	2.8	14.7
Total Above Cities		208.7	.1236	65.6		371,390	.1310	1,780	5,661	75.5	4,922	27.2	8.0	24.3	16.1	33.2	33.9	9.7	15.6	5.6	26.4
State Total		626.3	.3711	180.9	286.9	859,761	.3029	1,373	4,753	196.0	4,387	28.5	9.4	27.1	20.1	31.4	36.0	8.3	15.0	4.7	19.5

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IDAHO METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Boise	184	140.3	.0832	42.8	87.6	200,182	.0705	1,427	4,677
Total Above Area		140.3	.0832	42.8	87.6	200,182	.0705	1,427	4,677

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg.-Hdwre. ($000)	Drugs ($000)
Ada	184	111,943	.0582	4,425	.0494	103	121	21,203	6,058	18,186	4,680	6,153	23,759	9,670	7,350	3,543
△Boise		97,820	.0508		.0354	140	202	17,647	4,862	16,740	4,568	5,775	23,101	7,152	5,328	3,119
Adams		2,122	.0011	2,358	.0014	82	65	761	128	360	...	97	...	496	80	110
Bannock		53,988	.0280	4,285	.0262	98	104	12,333	3,594	5,893	3,244	3,315	10,276	4,801	4,427	1,624
Pocatello		47,966	.0249		.0210	115	137	10,626	2,786	5,568	3,230	3,252	9,905	3,490	3,676	1,425
Bear Lake		8,808	.0046	4,893	.0034	89	121	1,557	567	823	255	254	2,323	688	1,126	264
Benewah		4,745	.0025	3,389	.0026	84	81	1,039	573	310	203	109	856	417	791	152
Bingham		23,951	.0124	3,522	.0130	79	76	4,404	1,586	2,418	500	962	5,508	2,643	3,252	634
Blackfoot		17,135	.0089		.0050	143	254	3,141	1,113	1,043	500	737	4,537	1,945	1,922	414
Blaine		5,946	.0031	4,247	.0028	93	103	431	785	1,806	145	180	1,117	407	397	166
Boise		1,495	.0008	2,492	.0008	80	80	332	304	331	...	...	...	70	172	...
Bonner		17,913	.0093	4,071	.0072	86	111	4,149	2,169	1,382	518	487	3,870	1,463	1,075	446
Bonneville		55,120	.0286	5,351	.0222	104	134	10,019	2,980	6,897	3,538	3,363	11,043	4,564	7,605	1,433
Idaho Falls		52,384	.0272		.0191	124	177	9,678	2,740	6,304	3,538	3,227	11,043	3,839	7,358	1,433
Boundary		6,785	.0035	4,241	.0028	85	106	1,457	589	543	243	109	1,934	427	906	86
Butte		2,844	.0015	3,555	.0015	79	79	777	362	88	83	143	421	501	166	85
Camas		446	.0002	1,487	.0007	78	22	207	61	...	...	...	...	38	47	61
Canyon	184	60,213	.0313	3,441	.0293	83	89	12,131	2,447	7,556	1,980	2,728	15,111	4,415	7,157	1,666
Nampa		27,931	.0145		.0111	104	136	6,180	1,051	3,009	946	1,559	7,130	1,695	2,771	841
Caldwell		26,768	.0139		.0092	126	190	4,513	1,002	3,532	994	1,103	7,470	2,045	3,666	686
Caribou		5,331	.0028	2,539	.0038	84	62	1,074	428	478	89	66	1,309	238	1,216	119
Cassia		19,345	.0100	4,960	.0076	88	116	3,179	1,215	1,188	1,459	713	2,879	1,809	2,609	639
Burley		16,836	.0087		.0051	131	223	2,709	945	854	1,459	586	2,732	1,252	2,440	597
Clark		812	.0005	4,060	.0005	100	100	115	154	96	...	68	113	231	...	...
Clearwater		8,161	.0042	3,886	.0042	93	93	1,942	910	1,149	305	244	1,331	899	502	291
Custer		2,847	.0014	2,941	.0014	78	78	718	335	147	...	...	471	217	519	91
Elmore		11,063	.0057	3,569	.0055	89	92	1,772	1,228	2,055	153	267	1,938	1,284	1,113	122
Franklin		9,350	.0049	3,896	.0043	75	86	2,267	323	629	484	659	2,006	394	1,490	347
Fremont		8,006	.0041	3,481	.0041	82	82	1,623	647	535	200	176	1,508	449	1,784	430
Gem		8,051	.0042	3,355	.0038	81	89	1,692	526	519	621	229	1,825	603	839	157
Gooding		9,134	.0048	2,854	.0051	76	72	1,579	619	920	130	267	1,971	817	1,838	364
Idaho		13,167	.0068	4,247	.0057	88	105	2,684	1,165	1,771	191	464	2,531	882	2,669	324
Jefferson		7,374	.0038	2,836	.0042	64	58	1,523	464	605	226	313	796	892	1,468	330
Jerome		12,898	.0067	3,794	.0062	81	87	2,296	808	1,151	167	729	2,295	1,404	2,867	574
Kootenai		31,560	.0164	3,670	.0149	91	100	7,304	3,557	2,518	947	1,271	7,027	2,606	2,493	1,07
Coeur d'Alene		25,815	.0134		.0099	118	160	5,376	2,059	2,401	947	1,271	6,535	2,111	2,062	92
Latah		23,655	.0123	3,479	.0131	92	87	5,104	1,271	2,848	663	1,122	4,841	1,576	3,431	93
Moscow		18,238	.0095		.0083	115	132	3,794	716	1,851	618	1,038	4,346	957	2,431	79
Lemhi		6,680	.0035	3,711	.0029	83	100	1,605	806	650	356	225	999	603	636	17
Lewis		4,819	.0025	4,016	.0026	108	104	1,004	597	70	220	...	175	774	1,593	23

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11

IDAHO

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lincoln		2,360	.0012	2,145	.0016	78	52	704	242	168	102	34	377	232	302	166
Madison		12,557	.0065	5,232	.0048	87	118	2,126	297	794	551	842	1,695	584	3,132	324
Minidoka		12,282	.0064	5,340	.0049	91	119	2,398	639	682	467	576	3,288	1,026	2,410	270
Nez Perce		47,716	.0248	6,448	.0171	123	178	9,657	3,426	4,969	3,025	3,078	11,341	2,511	5,400	1,394
Lewiston		45,090	.0234		.0140	165	275	9,028	2,977	4,738	3,025	2,943	11,341	2,027	5,022	1,295
Oneida		3,273	.0017	3,637	.0016	82	77	729	209	519	98	32	776	308	413	156
Owyhee		4,813	.0025	2,831	.0026	70	68	969	342	322	91	178	174	517	1,483	249
Payette		10,990	.0057	2,970	.0056	76	77	2,462	783	772	315	183	2,736	1,093	1,291	358
Power		4,690	.0025	5,863	.0020	105	132	850	429	223	98	67	541	273	1,148	116
Shoshone		26,387	.0137	3,936	.0133	101	104	8,191	2,764	2,598	794	1,332	4,151	2,021	1,009	724
Teton		2,159	.0011	3,084	.0012	71	65	424	140	186	...	50	518	198	393	149
Twin Falls		57,660	.0299	4,209	.0259	98	113	11,027	3,310	8,527	2,566	2,712	10,827	3,970	8,936	1,945
Twin Falls		44,664	.0232		.0163	126	180	7,400	2,445	7,701	2,229	2,425	9,053	2,400	6,227	1,574
Valley		3,984	.0021	3,320	.0021	91	91	409	433	945	...	86	766	479	483	71
Washington		11,037	.0057	4,415	.0044	90	116	2,212	577	1,026	482	694	2,699	615	1,705	145
Weiser		10,239	.0053		.0030	125	221	2,081	500	939	482	656	2,699	479	1,486	109
Total Above Cities		430,886	.2237		.1574	127	181	82,173	23,196	54,680	22,536	24,572	99,892	29,392	44,389	13,215
State Total		738,280	.3835	4,081	.3407	92	103	150,449	50,857	85,563	30,189	34,547	150,122	60,105	89,723	22,543

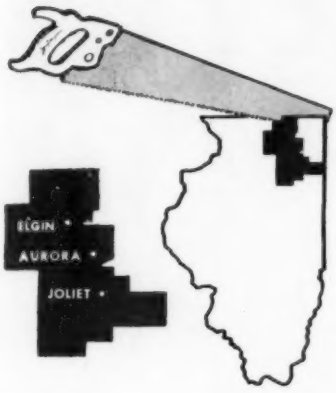
METRO. AREA		RETAIL SALES — SM ESTIMATES, 1956														
△Boise	184	172,156	.0895	4,022	.0787	95	168	33,334	8,505	25,742	6,660	8,881	38,870	14,085	14,507	5,207
Total Above Area		172,156	.0895	4,022	.0787	95	168	33,334	8,505	25,742	6,660	8,881	38,870	14,085	14,507	5,207

ILLINOIS —

(Other East North Central States: Indiana, Michigan, Ohio, Wisconsin.)

Map, pages 330, 332

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alton	Madison	35.5	499	105	106	34	41	22	30	40	22	18
Arlington Heights	Cook	22.6	126	22	22	13	6	8	6	15	7	3
Aurora	Kane	57.1	641	149	122	40	52	37	45	61	35	19
Barrington	Cook and Lake	5.1	94	6	12	9	6	4	10	16	9	2
Belleville	St. Clair	42.7	562	125	130	45	36	31	35	54	25	17
Belvidere	Boone	10.5	157	28	34	6	10	7	12	18	14	5
Berwyn	Cook	54.1	558	149	83	59	55	24	26	42	22	19
Bloomington	McLean	37.3	522	80	108	54	47	41	34	58	25	16
Blue Island	Cook	18.6	269	43	74	18	18	10	20	29	15	7
Brookfield	Cook	19.9	116	26	22	14	3	10	5	13	5	6
Cairo	Alexander	13.7	190	44	34	12	18	12	15	16	9	8
Calumet City	Cook	21.3	224	35	131	7	3	5	1	17	10	2
Canton	Fulton	12.5	206	32	37	14	16	12	18	29	21	6
Carbondale	Jackson	12.9	170	30	20	9	21	12	19	23	11	6
Carmi	White	6.4	141	23	15	9	14	14	20	15	15	2
Centralia	Marion	13.6	272	65	52	18	23	14	17	29	16	8
Champaign	Champaign	47.9	453	66	89	34	47	31	26	59	18	17
Charleston	Coles	10.0	167	34	23	13	11	8	19	18	8	3
Chicago	Cook	3827.2	38215	9,311	9044	3256	3777	1649	928	1806	1358	1465
Chicago Heights	Cook	28.8	346	66	76	21	30	29	17	31	13	8
Cicero	Cook	68.4	844	228	233	52	54	34	23	45	35	24
Clinton	De Witt	6.7	130	23	20	12	12	4	13	11	10	3
Collinsville	Madison	13.3	219	38	66	20	15	6	14	18	12	6
Crystal Lake	McHenry	6.9	99	19	22	7	6	10	8	6	10	3
Danville	Vermilion	41.5	547	99	109	39	53	34	43	62	22	12
De Kalb	De Kalb	15.3	206	28	50	18	20	10	17	16	15	6
Decatur	Macon	73.0	889	147	176	93	74	49	50	103	47	23
Des Plaines	Cook	29.6	216	31	38	19	22	13	15	19	18	6
Dixon	Lee	13.4	212	29	32	25	26	14	15	18	16	5
Downers Grove	Du Page	19.2	152	33	25	17	10	6	13	12	12	5
East Moline	Rock Island	15.3	162	15	66	8	12	7	5	19	11	3
East Peoria	Tazewell	12.5	149	29	46	15	2	4	7	24	8	1
East St. Louis	St. Clair	87.9	1,225	309	319	60	68	56	46	117	61	48
Edwardsville	Madison	10.3	157	33	32	15	17	6	8	16	13	4
Effingham	Effingham	8.1	165	23	28	18	12	9	19	20	12	5
Elgin	Kane	47.5	464	76	76	46	49	36	26	41	21	20
Elmhurst	Du Page	34.5	217	44	37	26	21	15	14	17	10	5
Elmwood Park	Cook	23.1	152	35	30	17	12	10	5	10	5	5
Evanston	Cook	75.4	703	129	74	56	102	71	35	45	24	27
Evergreen Park	Cook	21.3	130	25	24	16	14	5	4	11	8	6
Fairfield	Wayne	6.1	129	25	13	13	6	11	12	19	9	3
Forest Park	Cook	15.4	199	38	56	27	5	5	5	15	11	7
Freeport	Stephenson	25.2	343	55	68	34	38	26	20	33	21	6
Galesburg	Knox	34.2	434	59	79	32	45	23	38	57	17	13
Glen Ellyn	Du Page	14.0	96	16	10	11	12	5	5	14	7	3
Glenview	Cook	14.4	85	14	17	11	6	3	2	15	4	2
Granite City	Madison	36.5	400	102	94	20	19	18	24	44	27	8
Harrisburg	Saline	11.0	186	48	24	11	15	10	15	25	13	8
Harvey	Cook	24.5	274	45	73	12	17	11	22	30	20	8
Herrin	Williamson	9.5	140	31	21	8	14	11	16	9	7	4
Highland Park	Lake	22.5	165	28	12	15	22	15	16	14	12	6
Hinsdale	Cook and Du Page	12.3	113	18	11	9	13	5	11	5	10	3
Jacksonville	Morgan	24.1	311	46	56	19	33	17	32	30	16	6
Jerseyville	Jersey	6.6	123	24	21	11	6	5	11	9	9	3
Joliet	Will	62.2	917	194	238	51	70	42	38	105	41	28
Kankakee	Kankakee	28.0	496	82	132	36	36	24	25	56	33	14
Kewanee	Henry	18.3	288	52	55	20	20	15	21	27	23	5
La Grange	Cook	12.6	200	32	19	8	26	15	11	23	15	9
La Salle	La Salle	13.0	260	34	84	14	29	14	17	22	13	7
Lake Forest	Lake	8.7	73	12	9	6	8	6	5	5	5	3
Lansing	Cook	16.5	133	19	13	25	14	4	6	26	7	3
Libertyville	Lake	7.3	96	6	14	11	12	6	6	12	7	5
Lincoln	Logan	16.4	217	41	35	15	15	23	15	29	13	5
Lombard	Du Page	18.3	98	18	20	5	5	4	3	10	7	4
Macomb	McDonough	11.5	184	20	28	20	16	17	15	20	13	4
Marion	Williamson	12.0	230	56	38	18	15	16	15	30	11	5
Mattoon	Coles	17.9	283	52	46	24	29	9	22	25	21	7
Maywood	Cook	28.5	202	57	24	10	16	11	18	22	9	8
Melrose Park	Cook	17.1	182	23	50	14	19	8	2	27	13	3
Metropolis	Massac	6.8	147	28	34	7	10	9	11	14	17	5
Moline	Rock Island	42.2	527	94	128	42	50	35	29	60	15	13
Monmouth	Warren	10.9	189	22	25	19	19	14	14	20	18	5
Morris	Grundy	7.9	143	23	24	11	11	8	12	19	13	3



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Represented Nationally by West-Holliday Co., Inc.

ILLINOIS

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Mount Carmel	Wabash	10.1	162	31	29	11	16	10	14	20	13	4
Mount Vernon	Jefferson	17.6	314	66	53	28	21	17	22	48	14	9
Murphysboro	Jackson	9.7	182	45	34	11	12	15	10	16	22	4
Naperville	Du Page	8.0	93	20	16	4	7	3	10	11	7	3
Oak Lawn	Cook	19.1	204	37	59	16	11	10	6	25	15	5
Oak Park	Cook	61.1	533	101	51	52	92	31	23	47	19	33
Olney	Richland	9.6	166	36	23	9	15	11	10	19	15	4
Ottawa	La Salle	18.1	310	47	85	19	26	21	23	19	13	13
Paris	Edgar	12.1	191	35	36	10	16	10	18	12	20	4
Park Forest	Cook	35.8	48	8	2	8	6	4	0	4	2	2
Park Ridge	Cook	25.5	152	31	13	9	27	9	9	9	12	6
Pekin	Tazewell	25.7	285	58	53	21	19	16	24	33	20	4
Peoria	Peoria	117.0	1,469	253	340	131	116	93	68	166	63	55
Pontiac	Livingston	9.0	158	25	25	12	18	6	12	9	22	5
Princeton	Bureau	6.2	141	22	15	10	10	14	17	14	22	3
Quincy	Adams	42.4	606	114	157	42	48	32	30	53	32	14
River Forest	Cook	11.9	60	10	6	11	3	5	1	11	3	3
Rock Island	Rock Island	50.1	558	104	157	48	44	27	33	45	13	21
Rockford	Winnebago	116.1	1,339	285	273	105	135	77	78	125	70	46
Salem	Marion	6.7	105	17	14	7	10	7	6	21	7	3
Skokie	Cook	54.1	216	30	55	28	14	8	5	23	12	7
Springfield	Sangamon	88.1	1,211	209	348	101	85	63	47	117	49	38
St. Charles	Kane	7.8	112	18	28	7	8	5	11	11	7	4
Sterling	Whiteside	14.1	217	35	32	18	30	14	18	16	15	4
Streator	La Salle	17.8	297	58	65	13	37	18	23	22	24	4
Taylorville	Christian	9.8	207	38	45	14	12	12	11	24	13	7
Urbana	Champaign	27.7	185	35	34	12	10	16	7	26	7	6
Watseka	Iroquois	5.2	103	12	14	10	11	6	11	8	8	3
Waukegan	Lake	48.5	588	109	148	46	55	41	21	52	21	14
West Frankfurt	Franklin	11.5	198	44	23	17	14	18	17	21	9	4
Wheaton	Du Page	21.2	102	15	9	10	12	10	5	11	8	5
Wilmette	Cook	20.5	143	30	20	13	12	10	9	18	6	4
Winnetka	Cook	13.3	135	18	10	16	19	12	6	11	6	5
Wood River	Madison	11.8	157	30	28	9	19	6	15	19	6	7
Woodstock	McHenry	8.0	131	26	21	10	13	16	10	12	8	3

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Adams	248	68.2	.0404	21.8	45.3	105,272	.0371	1,544	4,829	23.5	4,474	32.4	11.1	28.7	22.1	27.9	33.1	6.8	12.7	4.2	21.0
△Quincy		42.4	.0251	13.8		72,487	.0255	1,710	5,253	16.0	4,531	31.5	10.6	28.6	21.8	28.7	33.6	6.9	12.8	4.3	21.2
Alexander		22.2	.0131	7.2	13.7	26,324	.0093	1,186	3,656	8.0	3,299	47.3	21.9	29.4	30.7	18.2	29.3	3.5	8.9	1.6	9.2
Cairo		13.7	.0081	4.5		18,681	.0066	1,364	4,151	5.5	3,384	46.2	20.8	29.4	30.1	18.7	29.3	3.9	9.6	1.8	10.2
Bond		13.7	.0081	4.4	3.9	17,755	.0062	1,296	4,035	4.5	3,932	39.2	15.2	27.8	24.5	24.9	33.6	5.2	11.1	2.9	15.6
Boone		18.1	.0108	5.5	10.5	30,547	.0108	1,688	5,554	5.7	5,329	19.6	5.6	23.3	15.1	41.2	41.1	11.0	17.2	4.9	21.0
Belvidere		10.5	.0062	3.4		19,744	.0070	1,880	5,807	3.6	5,510	19.2	5.3	20.7	13.0	42.7	40.9	11.8	17.8	5.6	23.0
Brown		6.2	.0036	2.1		8,872	.0031	1,431	4,225	2.2	4,009	36.6	13.9	30.1	26.0	23.5	31.1	7.1	14.8	2.7	14.2
Bureau		37.6	.0223	12.0	10.7	61,013	.0215	1,623	5,084	12.9	4,745	26.7	8.6	30.8	22.4	30.2	33.8	7.8	13.8	4.5	21.4
Princeton		6.2	.0037	2.2		13,239	.0047	2,135	6,018	2.4	5,537	26.0	7.2	27.9	17.4	29.7	28.5	8.5	12.8	7.9	34.1
Calhoun		6.0	.0036	1.7		6,396	.0023	1,086	3,762	1.9	3,354	47.0	21.4	30.9	31.8	16.1	25.5	4.1	10.2	1.9	11.1
Carroll		19.9	.0118	6.5	5.3	32,677	.0115	1,642	5,027	6.7	4,892	26.3	8.2	27.8	19.6	32.6	35.4	8.5	14.5	4.8	22.3
Cass		13.7	.0081	4.3	5.6	21,696	.0076	1,584	5,046	4.3	5,008	30.0	9.1	27.5	19.0	28.1	29.8	8.3	13.9	6.1	28.2
Champaign	190	125.4	.0743	33.2	84.5	261,794	.0923	2,088	7,885	58.4	4,481	40.0	13.6	23.5	18.1	23.7	28.2	7.8	14.5	5.0	25.6
△Champaign-Urbana		75.6	.0448	19.6		168,822	.0595	2,233	8,613												
△Champaign		47.9	.0284	12.2		105,923	.0373	2,211	8,682	23.8	4,445	42.1	14.5	22.4	17.4	22.7	27.1	7.6	14.2	5.2	26.8
△Urbana		27.7	.0164	7.4		62,899	.0222	2,271	8,500	14.1	4,472	40.3	13.8	22.5	17.3	24.0	28.5	8.3	15.5	4.9	24.9
Christian		38.3	.0227	12.4	15.6	64,527	.0227	1,685	5,204	12.7	5,075	25.1	7.5	27.0	18.5	33.2	34.7	9.4	15.4	5.3	23.9
Taylorville		9.8	.0058	3.1		20,000	.0070	2,041	6,452	3.8	5,291	21.2	6.1	26.0	17.0	37.1	37.3	10.3	16.2	5.4	23.4
Clark		17.0	.0100	5.6	5.6	24,083	.0085	1,417	4,301	5.6	4,266	35.6	12.7	27.6	22.4	27.2	33.8	5.8	11.4	3.8	19.7
Clay		16.7	.0099	5.3	5.1	21,809	.0077	1,306	4,115	5.4	4,027	32.8	12.5	29.5	25.2	30.0	39.6	5.4	11.3	2.3	11.4
Clinton		22.4	.0133	6.4	3.2	28,518	.0101	1,273	4,456	6.4	4,482	28.2	9.6	30.0	23.0	31.8	37.7	6.5	12.2	3.5	17.5
1 Centralia																					
Coles		42.2	.0250	13.5	30.4	68,140	.0240	1,615	5,047	14.8	4,593	30.7	10.2	27.2	20.4	30.4	35.2	7.5	13.6	4.2	20.6
Mattoon		17.9	.0106	5.6		31,172	.0110	1,741	5,566	6.3	4,959	25.0	7.7	26.2	18.2	35.3	37.8	8.8	14.9	4.7	21.4
Charleston		10.0	.0059	3.2		16,997	.0060	1,700	5,312	4.1	4,102	38.8	14.5	26.1	21.9	26.1	33.8	5.6	11.4	3.4	18.4

1 Centralia is in Clinton and Marion Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.

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15th MARKET IN THE SOUTH

GREENSBORO, N. C.

- GREENSBORO ranks 4th in the nation in per family retail sales!
- GREENSBORO has over 1,000,000 people within a fifty mile radius!
- GREENSBORO has a greater population within a fifty mile radius than any other Southeastern City!*

*Federal Reserve Bank of Richmond.

Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.



83rd MARKET IN THE NATION

Detailed information on Pages 123 through 194 and pages 561 and 559.

ILLINOIS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Cook	28	**4881.8**	**2.8920**	**1523.4**	**4832.4**	**11,476,197**	**4.0438**	**2,351**	**7,533**	**1750.2**	**6,557**	**17.8**	**4.1**	**20.4**	**10.6**	**37.2**	**30.2**	**14.9**	**19.1**	**9.7**	**36.0**
▲Chicago		3827.2	2.2672	1189.1		8,899,287	3.1358	2,325	7,484	1410.8	6,308	18.4	4.4	21.2	11.7	37.2	31.3	14.4	19.1	8.8	33.5
Evanston		75.4	.0447	21.7		259,208	.0913	3,438	11,945	31.7	8,178	25.5	4.8	16.6	7.0	25.8	16.7	14.0	14.3	18.1	57.2
Oak Park		61.1	.0362	19.8		205,270	.0723	3,360	10,367	22.4	9,182	14.8	2.5	14.2	5.3	32.5	18.8	18.7	17.1	19.8	56.3
Cicero		68.4	.0405	21.6		152,294	.0537	2,227	7,051	22.2	6,855	11.9	2.7	15.0	7.5	45.0	34.9	19.1	23.3	9.0	31.6
Berwyn		54.1	.0320	17.4		137,412	.0484	2,540	7,897	17.4	7,895	10.2	2.0	13.5	5.9	41.4	27.8	21.9	23.3	13.0	41.0
Chicago Heights		28.8	.0171	8.4		56,253	.0198	1,953	6,697	9.2	6,092	16.8	4.2	21.7	12.3	40.3	35.2	13.5	18.5	7.7	29.8
La Grange		12.6	.0075	3.7		40,790	.0144	3,237	11,024	4.2	9,687	13.4	2.1	15.0	5.3	32.1	17.6	17.7	15.3	21.8	59.7
Harvey		24.5	.0145	7.3		46,518	.0164	1,899	6,372	7.3	6,345	13.2	3.2	18.4	10.0	45.3	37.9	15.4	20.3	7.7	28.6
Blue Island		18.6	.0110	5.4		38,984	.0137	2,096	7,219	5.8	6,701	14.2	3.2	17.5	9.0	41.8	33.2	17.3	21.6	9.2	33.0
Maywood		28.5	.0169	8.2		68,806	.0242	2,414	8,391	9.2	7,465	13.7	2.8	16.2	7.5	39.2	27.9	18.6	20.9	12.3	40.9
Winnetka		13.3	.0079	3.6		65,568	.0231	4,930	18,213	5.0	13,111	15.9	1.8	16.4	4.3	20.5	8.3	12.5	8.0	34.7	77.6
River Forest		11.9	.0070	3.1		47,802	.0168	4,017	15,420	4.5	10,627	27.0	3.9	11.9	3.8	20.5	10.3	13.3	10.5	27.3	71.5
Des Plaines		29.6	.0175	8.7		66,948	.0236	2,262	7,695	9.0	7,459	13.5	2.8	15.6	7.2	39.9	28.4	18.8	21.1	12.2	40.5
Park Ridge		25.5	.0151	7.6		84,515	.0298	3,314	11,120	7.8	10,849	11.9	1.7	11.7	3.7	29.8	14.6	21.3	16.4	25.3	63.6
Wilmette		20.5	.0121	5.4		79,081	.0279	3,858	14,645	6.6	11,921	16.6	2.1	12.8	3.8	25.2	11.2	15.1	10.6	30.3	72.3
Elmwood Park		23.1	.0137	6.7		54,588	.0192	2,363	8,147	6.7	8,099	8.9	1.7	11.8	5.0	43.5	28.6	22.3	23.0	13.5	41.7
Melrose Park		17.1	.0101	4.8		32,470	.0114	1,899	6,765	5.1	6,321	13.4	3.2	18.5	10.2	44.6	37.5	15.9	21.0	7.6	28.1
Forest Park		15.4	.0091	4.9		34,597	.0122	2,247	7,061	5.2	6,688	13.7	3.1	15.6	8.2	43.4	34.4	18.6	23.2	8.7	31.1
Skokie		54.1	.0320	15.8		126,917	.0447	2,346	8,033	16.0	7,929	14.4	2.8	16.6	7.2	36.7	24.6	17.8	18.8	14.5	46.6
Brookfield		19.9	.0118	5.5		45,717	.0161	2,297	8,312	6.2	7,355	10.5	2.2	12.9	6.0	45.4	32.8	20.5	23.4	10.7	35.6
Calumet City		21.3	.0126	6.1		47,293	.0167	2,220	7,753	6.8	6,943	12.3	2.7	15.5	7.8	45.1	34.5	17.2	20.7	9.9	34.3
Evergreen Park		21.3	.0126	5.4		45,005	.0159	2,113	8,334	6.0	7,451	12.6	2.6	13.4	6.2	42.1	30.0	20.3	22.8	11.6	38.4
Arlington Heights		22.6	.0134	6.6		55,583	.0196	2,459	8,422	6.9	8,008	14.6	2.8	16.6	7.1	35.9	23.8	17.9	18.7	15.0	47.6
Glenview		14.4	.0085	3.9		40,945	.0144	2,843	10,499	4.2	9,798	12.9	2.0	14.4	5.1	32.1	17.4	18.7	16.0	21.9	59.5
Lansing		16.5	.0098	4.6		32,500	.0115	1,970	7,065	4.6	7,000	12.0	2.6	14.1	6.9	46.5	35.3	17.5	21.0	9.9	34.2
Oak Lawn		19.1	.0113	5.4		39,765	.0140	2,082	7,364	5.5	7,184	12.8	2.7	15.2	7.3	42.0	31.1	19.2	22.3	10.8	36.6
Park Forest		35.8	.0212	10.2		73,657	.0260	2,057	7,221	10.3	7,151	13.9	3.0	16.3	7.9	39.5	29.3	19.5	22.8	10.8	37.0
2 Barrington		5.1	.0030	1.6		13,036	.0046	2,556	8,148	1.7	7,764	15.0	3.0	15.5	6.9	39.1	26.7	16.3	17.6	14.1	45.8
3 Elgin																					
4 Hinsdale																					
Crawford		**20.5**	**.0121**	**6.8**	**6.3**	**30,435**	**.0107**	**1,485**	**4,476**	**6.8**	**4,488**	**28.8**	**9.8**	**25.5**	**19.8**	**35.3**	**41.7**	**7.3**	**13.7**	**3.1**	**15.2**
Cumberland		**9.6**	**.0057**	**3.0**		**11,368**	**.0040**	**1,184**	**3,789**	**3.0**	**3,831**	**39.2**	**15.6**	**30.4**	**27.4**	**23.1**	**32.0**	**4.6**	**10.1**	**2.7**	**14.9**
De Kalb		**43.2**	**.0256**	**12.9**	**22.4**	**77,762**	**.0274**	**1,800**	**6,028**	**15.4**	**5,045**	**26.8**	**8.1**	**24.5**	**16.7**	**34.6**	**36.4**	**8.8**	**14.7**	**5.3**	**24.1**
De Kalb		15.3	.0091	4.4		29,603	.0104	1,935	6,728	6.3	4,669	33.1	10.8	22.3	16.6	32.6	37.1	7.4	13.2	4.6	22.3
De Witt		**15.6**	**.0092**	**5.2**	**6.7**	**29,319**	**.0104**	**1,879**	**5,638**	**5.3**	**5,567**	**16.1**	**4.4**	**29.8**	**18.5**	**37.2**	**35.5**	**10.8**	**16.2**	**6.1**	**25.4**
Clinton		6.7	.0040	2.5		14,187	.0050	2,117	5,675	2.6	5,454	16.9	4.7	27.5	17.4	38.7	37.7	11.6	17.8	5.3	22.4
Douglas		**16.7**	**.0099**	**5.2**	**3.0**	**24,549**	**.0086**	**1,470**	**4,721**	**5.2**	**4,703**	**29.2**	**9.5**	**30.7**	**22.4**	**28.1**	**31.7**	**7.2**	**12.9**	**4.8**	**23.5**
Du Page	28	**248.8**	**.1474**	**72.6**	**210.0**	**594,577**	**.2095**	**2,390**	**8,190**	**77.2**	**7,705**	**16.2**	**3.2**	**13.6**	**6.1**	**38.3**	**26.4**	**18.2**	**19.8**	**13.7**	**44.5**
Elmhurst		34.5	.0204	9.9		94,965	.0335	2,753	9,592	11.1	8,589	13.7	2.4	11.5	4.6	37.2	23.0	20.9	20.4	16.7	49.6
Downers Grove		19.2	.0114	5.5		44,680	.0157	2,327	8,124	5.8	7,765	12.7	2.5	13.0	5.8	40.9	28.0	20.4	21.9	13.0	41.8
Wheaton		21.2	.0126	5.4		58,459	.0206	2,758	10,826	8.3	7,029	25.4	5.5	14.7	7.3	31.5	23.8	15.8	18.8	12.6	44.6
4 Hinsdale		12.3	.0073	3.7		42,983	.0151	3,495	11,617	4.0	10,676	16.9	2.4	12.8	4.2	28.6	14.2	16.1	12.6	25.6	66.6
Glen Ellyn		14.0	.0083	4.1		49,991	.0176	3,571	12,193	4.2	11,925	9.3	1.2	7.9	2.4	31.5	14.0	23.0	16.1	28.3	66.3
Lombard		18.3	.0108	5.3		45,275	.0160	2,474	8,542	5.4	8,398	9.2	1.7	10.7	4.4	42.5	26.9	22.8	22.7	14.8	44.3
Naperville		8.0	.0047	2.3		15,919	.0056	1,990	6,921	3.0	5,360	28.4	8.1	16.2	10.4	36.5	36.2	13.1	20.5	5.8	24.8
Edgar		**23.2**	**.0138**	**7.6**	**12.1**	**34,660**	**.0122**	**1,494**	**4,561**	**7.9**	**4,389**	**33.1**	**11.5**	**30.2**	**23.6**	**26.1**	**31.6**	**6.6**	**12.7**	**4.0**	**20.6**
Paris		12.1	.0072	4.1		20,424	.0072	1,688	4,981	4.6	4,438	33.5	11.5	28.2	21.9	27.1	32.4	7.1	13.5	4.1	20.7
Edwards		**8.6**	**.0051**	**2.6**		**10,113**	**.0036**	**1,176**	**3,890**	**2.6**	**3,917**	**33.9**	**13.2**	**32.1**	**28.3**	**27.1**	**36.8**	**4.6**	**9.8**	**2.3**	**11.9**
Effingham		**20.9**	**.0123**	**6.3**	**8.1**	**28,657**	**.0101**	**1,371**	**4,549**	**6.5**	**4,431**	**31.1**	**10.7**	**30.2**	**23.6**	**27.5**	**32.9**	**7.4**	**14.0**	**3.8**	**18.8**
Effingham		8.1	.0048	2.6		12,974	.0046	1,602	4,990	2.9	4,551	29.9	10.0	29.7	22.5	28.7	33.5	7.7	14.2	4.0	19.8
Fayette		**21.7**	**.0129**	**6.6**	**4.9**	**27,138**	**.0096**	**1,251**	**4,112**	**6.6**	**4,131**	**35.1**	**13.0**	**29.6**	**24.7**	**26.9**	**34.6**	**5.1**	**10.4**	**3.3**	**17.3**
Ford		**15.9**	**.0094**	**5.0**	**7.0**	**24,634**	**.0088**	**1,549**	**4,927**	**5.1**	**4,876**	**23.9**	**7.5**	**28.6**	**20.3**	**34.4**	**37.4**	**8.8**	**15.1**	**4.3**	**19.7**
Franklin		**47.9**	**.0284**	**16.2**	**24.2**	**61,651**	**.0218**	**1,287**	**3,806**	**16.2**	**3,804**	**34.2**	**13.7**	**32.7**	**29.6**	**26.2**	**36.6**	**5.2**	**11.4**	**1.7**	**8.7**
West Frankfort		11.8	.0068	3.9		16,043	.0057	1,395	4,114	4.0	4,019	30.6	11.6	32.9	28.3	28.4	37.5	6.0	12.5	2.1	10.1

2 Barrington is in Cook and Lake Counties.
3 Elgin is in Cook and Kane Counties.
4 Hinsdale is in Cook and Du Page Counties.

Before using these figures, read foreword, page 11.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
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The American is going places ... and it's going into more and more homes



Now nearly

1 out of 2 copies home-delivered in city and suburbs

Every week-day evening 226,686 copies of The American are carrier-delivered in Chicago and suburbs. This represents 47.2% of our total city and suburban circulation of 479,973. (Total net paid circulation is 519,372.)*

You can count on this huge carrier-delivered circulation of The American because you *can* count it!

The American is the only Chicago newspaper to show carrier-delivered circulation on A. B. C. Publisher's Statements. It's the only newspaper to give you a door-to-door count of this vital home-going coverage.

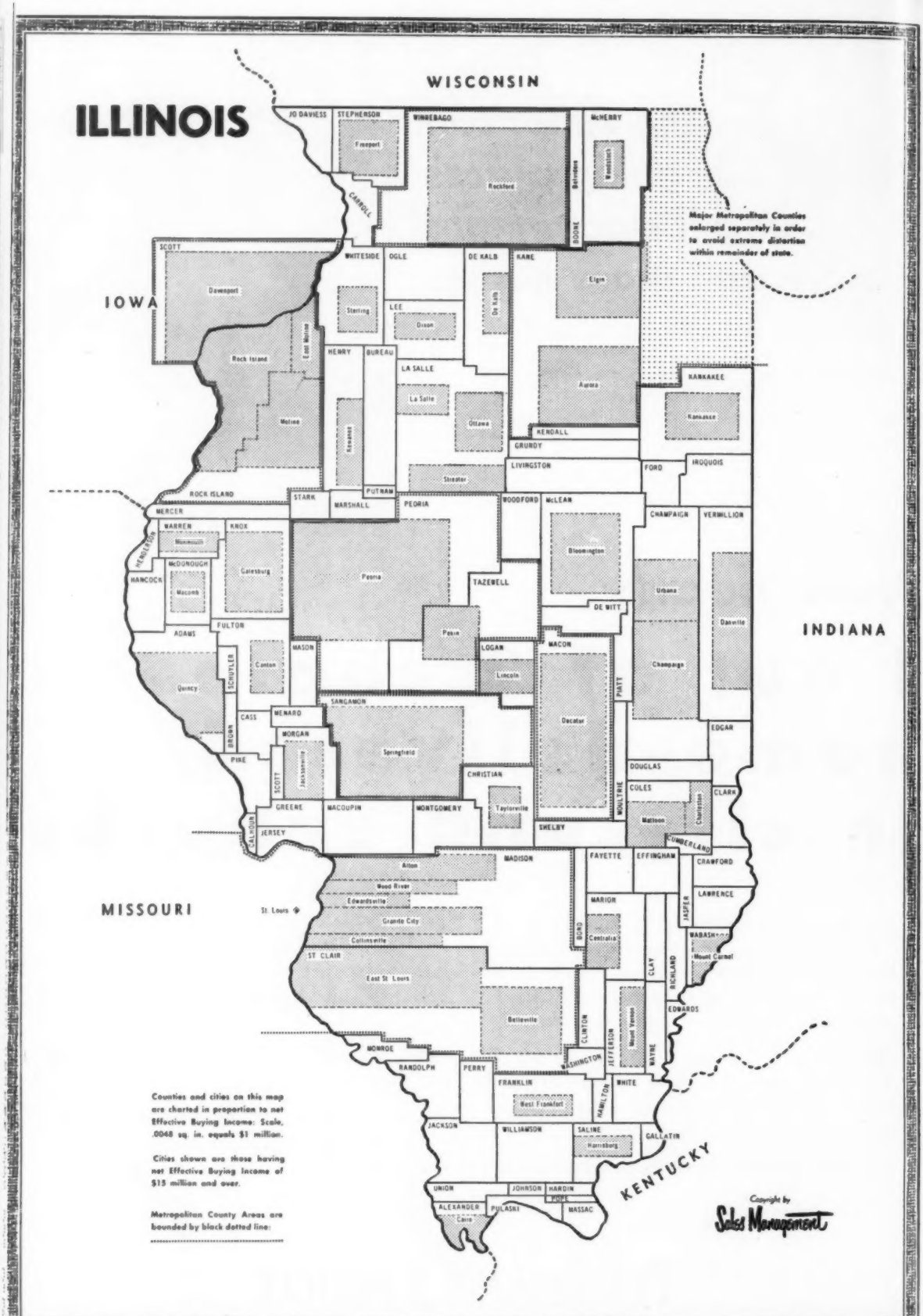
This is effective coverage WHERE advertisers want it ... where most people do the most buying.

Yes, in Chicago ... The American is the newspaper that's going places! Watch it grow!

*Source: A. B. C. Publisher's Statements Sept. 30, 1956.

THE CHICAGO AMERICAN

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JERSEY
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Alton
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JEFFERSON
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WHITE
HAMILTON
West Frankfort
JACKSON
WILLIAMSON
SALINE
GALLATIN
Harrisburg
UNION
JOHNSON
HARDIN
POPE
ALEXANDER
PULASKI
MASSAC
Cairo
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0048 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
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Covering These 6 Standard Metropolitan Markets (Between Chicago – Indianapolis – St. Louis) plus 52 Surrounding Counties*

Channel 3 Covers

43rd U.S. Television Market*
2nd Largest Illinois TV Market
Area between Chicago, Indianapolis and St. Louis

Total Population	1,912,320	Effective Buying Income	$3,202,074,000***
Total Families	598,000		
Total TV Homes (NCS #2)	403,370**	Retail Sales	$2,201,011,000***

Leader also in News, Religion, Education, and Information programs.

Official CBS Outlet for Champaign-Urbana, Bloomington, Springfield, Danville, Decatur

NBC Affiliate

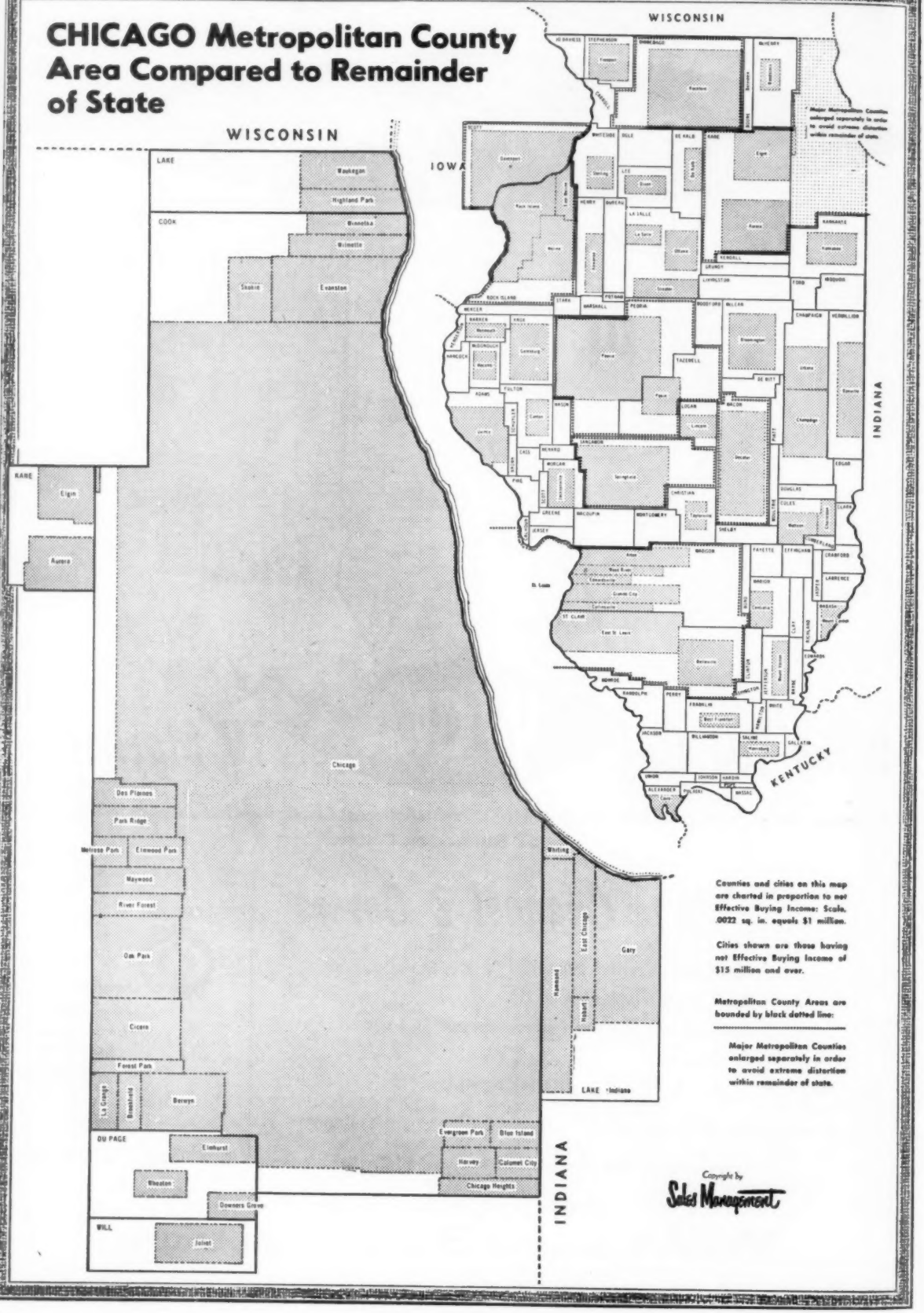
100,000 Watts 1,000-ft. Tower

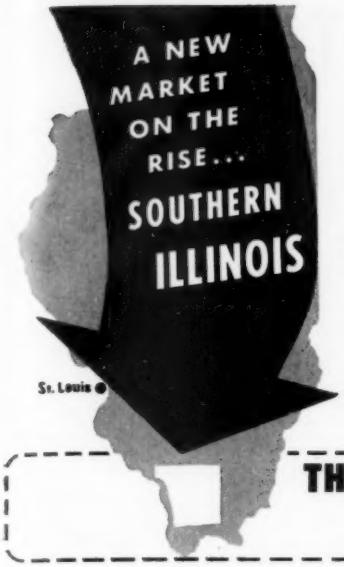
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CHICAGO Metropolitan County Area Compared to Remainder of State





RETAIL SALES UP 19% WITH A BRIGHT OUTLOOK FOR THE ECONOMIC FUTURE!

the SOUTHERN ILLINOISAN

IS THE ONLY MAJOR DAILY EAST OF EAST ST. LOUIS AND SOUTH OF DECATUR

CIRCULATION **20,080**



20th among 71 Illinois daily newspaper markets

The Carbondale-Herrin-Murphysboro market is the brightest economic area in southern Illinois. 1956 retail sales were 19% ahead of 1954. The Southern Illinoisan is the only newspaper in southern Illinois offering regional penetration. Its 20,000 circulation – daily and Sunday – is nearly twice that of any other southern Illinois newspaper. And its circulation continues to grow vigorously.

THE *SOUTHERN ILLINOISAN

A LINDSAY-SCHAUB NEWSPAPER

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* Decatur Herald-Review
* East St. Louis Journal

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&ov	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
Fulton		43.4	.0257	14.6	17.0	70,369	.0248	1,621	4,820	14.6	4,818	27.7	8.8	26.7	19.1	32.9	36.2	8.1	14.0	4.6	21.9
Canton		12.5	.0074	4.2		24,368	.0086	1,949	5,802	4.7	5,217	24.5	7.2	22.7	15.0	37.6	38.3	9.8	15.8	5.4	23.7
Gallatin		8.9	.0053	2.6		10,021	.0035	1,126	3,854	2.7	3,734	44.7	18.3	28.7	26.5	18.7	26.6	4.8	10.8	3.1	17.8
Greene		17.6	.0104	5.7	2.9	23,191	.0082	1,318	4,069	5.7	4,083	37.5	14.0	31.8	26.9	21.5	28.0	5.6	11.4	3.6	19.7
Grundy		23.2	.0137	6.9	7.9	37,882	.0133	1,632	5,487	6.9	5,452	20.2	5.7	24.6	15.5	39.0	38.0	10.3	15.8	5.9	25.0
Morris		7.9	.0047	2.4		14,493	.0051	1,835	6,039	2.6	5,628	20.0	5.4	22.7	13.8	39.8	37.6	11.1	16.5	6.4	26.7
Hamilton		11.2	.0067	3.6	2.8	11,488	.0041	1,026	3,191	3.7	3,135	48.9	23.8	27.7	30.4	19.8	33.6	2.7	7.3	.9	4.8
Hancock		24.9	.0147	8.2	3.2	36,054	.0127	1,448	4,397	8.9	4,057	36.9	13.9	30.6	25.9	23.3	30.6	6.0	12.4	3.2	17.3
Hardin		7.3	.0044	2.1		7,459	.0026	1,022	3,552	2.2	3,364	39.5	17.9	38.6	39.6	18.1	28.6	2.3	5.7	1.5	8.7
Henderson		8.1	.0048	2.5		12,348	.0043	1,524	4,939	2.6	4,735	29.1	9.4	31.2	22.8	27.5	30.8	7.1	12.6	5.1	24.4
Henry		48.8	.0289	15.9	27.3	79,376	.0280	1,627	4,992	15.9	4,991	22.7	6.9	28.9	20.1	35.1	37.3	8.6	14.4	4.7	21.3
Kewanee		18.3	.0108	5.9		30,338	.0107	1,658	5,142	6.3	4,796	22.1	7.0	29.6	21.3	36.7	40.7	7.9	13.8	3.7	17.2
Iroquois		32.6	.0193	10.3	5.2	49,754	.0175	1,526	4,830	10.4	4,768	26.3	9.1	30.3	22.0	29.0	32.3	7.4	13.0	5.0	23.6
Watseka		5.2	.0031	1.6		9,395	.0033	1,807	5,872	1.9	4,838	24.4	7.7	31.0	22.1	32.1	35.3	8.0	13.8	4.5	21.1
Jackson		37.8	.0224	11.9	22.6	55,262	.0195	1,462	4,644	13.4	4,120	37.8	14.0	28.1	23.5	24.5	31.6	6.2	12.7	3.4	18.2
Carbondale-Herrin-Murphysboro		*32.1*	*.0189*	*10.3*		*52,365*	*.0185*	*1,631*	*5,084*												
Carbondale		12.9	.0076	3.7		24,356	.0086	1,888	6,583	5.7	4,258	40.0	14.3	25.5	20.7	22.7	28.3	7.7	15.1	4.1	21.6
Murphysboro		9.7	.0057	3.3		13,920	.0049	1,435	4,218	3.3	4,205	34.4	12.5	28.6	23.4	28.1	35.5	5.6	11.2	3.3	17.4
Jasper		11.3	.0067	3.5	2.7	12,516	.0044	1,108	3,576	3.5	3,545	41.7	18.0	31.3	30.4	21.2	31.8	3.9	9.3	1.9	10.5
Jefferson		35.8	.0212	11.7	17.6	50,136	.0177	1,400	4,285	11.7	4,267	32.9	11.8	30.4	24.6	27.4	34.1	5.8	11.3	3.5	18.2
Mount Vernon		17.6	.0104	6.1		30,115	.0106	1,711	4,937	6.3	4,813	28.4	9.0	28.1	20.1	31.1	34.4	7.4	12.9	5.0	23.6
Jersey		16.0	.0094	4.8	6.6	18,441	.0065	1,153	3,842	4.9	3,773	39.2	15.9	29.5	26.9	24.1	34.0	4.9	10.9	2.3	12.3
Jerseyville		6.6	.0039	2.0		8,503	.0030	1,288	4,252	2.1	4,116	35.9	13.3	27.3	22.9	27.8	35.9	6.0	12.1	3.0	15.8
Jo Daviess		21.8	.0130	6.7	4.7	30,851	.0109	1,415	4,605	6.8	4,532	28.8	9.7	29.6	22.6	29.9	35.0	8.0	14.8	3.7	17.9
Johnson		7.4	.0043	2.2		6,278	.0022	848	2,854	2.2	2,808	55.1	29.9	29.2	36.0	13.2	25.0	1.8	5.3	.7	3.8
Kane	28	168.3	.0997	49.9	126.6	339,723	.1197	2,019	6,808	55.0	6,180	17.6	4.4	20.6	11.4	39.8	34.2	13.9	18.9	8.1	31.1
Aurora		57.1	.0338	17.6		123,318	.0435	2,160	7,007	19.9	6,186	18.0	4.4	19.7	11.0	40.1	34.5	14.1	19.1	8.1	31.0
3 Elgin		47.5	.0281	13.1		91,416	.0322	1,925	6,978	15.0	6,099	17.8	4.4	20.7	11.8	39.7	34.6	14.1	19.3	7.7	29.5
St. Charles		7.8	.0046	2.4		19,646	.0069	2,519	8,186	2.8	6,989	13.1	2.9	18.1	8.9	40.9	31.1	17.6	21.1	10.3	36.0
Kankakee	215	84.2	.0499	21.5	41.1	127,879	.0450	1,519	5,948	23.7	5,404	22.2	6.3	24.4	15.5	36.6	36.0	10.8	16.7	6.0	25.5
△Kankakee		28.0	.0166	8.7		53,581	.0189	1,914	6,159	9.6	5,588	21.0	5.7	23.0	14.2	38.3	36.4	11.3	16.9	6.4	26.8
Kendall		12.2	.0073	3.7		20,177	.0072	1,654	5,453	3.7	5,386	20.6	5.8	27.1	17.4	36.4	35.9	10.0	15.5	5.9	25.4
Knox	208	55.5	.0328	18.1	37.0	98,514	.0347	1,775	5,443	19.8	4,965	25.8	7.9	25.5	17.7	35.0	37.5	8.9	15.0	4.8	21.9
△Galesburg		34.2	.0203	11.2		64,213	.0226	1,878	5,733	13.0	4,938	25.9	8.0	24.5	17.1	35.9	38.6	9.2	15.6	4.5	20.7
Lake	28	259.0	.1535	71.5	163.4	595,493	.2098	2,299	8,329	96.6	6,164	23.7	5.9	21.5	11.9	33.5	28.9	11.8	16.1	9.5	37.2
Waukegan		48.5	.0287	14.3		111,310	.0392	2,295	7,784	17.7	6,290	17.0	4.1	21.1	11.5	39.3	33.2	14.1	18.8	8.5	32.4
Highland Park		22.5	.0133	6.1		76,036	.0268	3,379	12,465	7.9	9,653	19.1	3.0	18.0	6.4	26.6	14.6	13.2	11.5	23.1	64.5
Lake Forest		8.7	.0052	2.1		24,682	.0087	2,837	11,753	4.0	6,242	32.9	8.0	23.6	13.1	23.5	20.0	7.9	10.6	12.1	48.3
Libertyville		7.3	.0043	2.1		18,532	.0065	2,539	8,825	2.4	7,712	11.5	2.3	16.8	7.5	38.5	26.5	20.3	22.0	12.9	41.7
2 Barrington																					
La Salle		103.3	.0612	32.2	72.2	188,128	.0663	1,821	5,842	33.5	5,622	19.6	5.3	24.0	14.8	38.4	36.2	11.6	17.3	6.4	26.4
La Salle-Peru-Oglesby		*25.0*	*.0148*	*7.9*		*45,184*	*.0159*	*1,807*	*5,719*												

2 Barrington is in Cook and Lake Counties.
3 Elgin is in Cook and Kane Counties.

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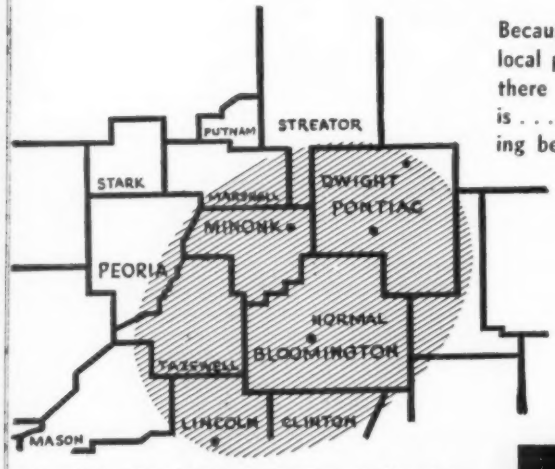
SM Standard (▲) and Potential (△) Metropolitan County Areas
Before using these figures, read foreword, page 11

5th NEWSPAPER MARKET
IN ILLINOIS
$147 MILLION
IN RETAIL SALES*

Heartland of America's richest agricultural area—booming in new industry—a stable, high income market with a greater consumer buying power. Average family income exceeds national figure by nearly 20%. A 38,245 family buying unit.



*All figures are based on ABC Audit and 1956 Sales Management Report. Chicago excluded.



Two Universities in Bloomington-Normal add a vital element to the sales and population picture. Quality of the sales potential in this element is an important "plus" reached through the pages of the Daily Pantagraph.

Because the Daily Pantagraph is a local paper edited for local interests there is a high reader-traffic that is . . . an important element in gaining best advertising results.

7TH LARGEST FOOD SALES
NEWSPAPER MARKET IN ILLINOIS
6TH LARGEST DRUG SALES
NEWSPAPER MARKET IN ILLINOIS
5TH LARGEST AUTOMOTIVE SALES
NEWSPAPER MARKET IN ILLINOIS

THE **Daily Pantagraph**
BLOOMINGTON — NORMAL, ILLINOIS

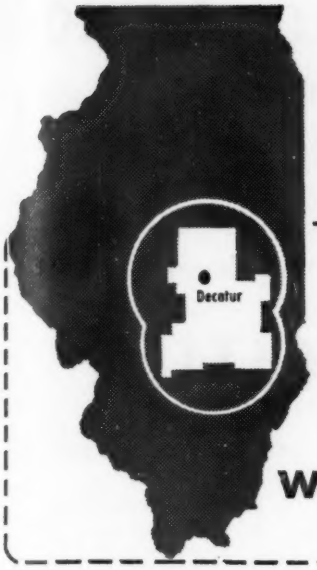
Represented by Gilman, Nicoll & Ruthman

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
5 Streator		17.8	.0105	5.4		32,802	.0116	1,843	6,074	6.0	5,481	19.0	5.3	23.8	15.0	40.6	39.4	10.9	16.6	5.7	23.7
Ottawa		18.1	.0107	5.4		37,837	.0133	2,090	7,007	6.2	6,108	20.2	5.1	19.5	11.0	37.6	32.7	14.7	20.1	8.0	31.1
La Salle		13.0	.0077	4.0		24,263	.0085	1,866	6,066	4.3	5,701	18.2	4.9	24.2	14.6	39.2	36.5	11.9	17.5	6.5	26.5
Lawrence		**19.8**	**.0117**	**6.3**	**6.2**	**27,980**	**.0098**	**1,413**	**4,441**	**6.3**	**4,410**	**31.0**	**10.7**	**24.7**	**19.3**	**33.6**	**40.5**	**7.7**	**14.6**	**3.0**	**14.9**
Lee		**37.4**	**.0221**	**10.2**	**13.4**	**60,296**	**.0213**	**1,612**	**5,911**	**11.1**	**5,429**	**20.5**	**5.6**	**26.1**	**16.6**	**36.8**	**36.0**	**10.6**	**16.3**	**6.0**	**25.3**
Dixon		13.4	.0079	4.3		28,798	.0101	2,149	6,697	5.1	5,619	19.1	5.2	24.0	14.7	38.7	36.6	12.0	17.8	6.2	25.7
Livingston		**36.1**	**.0214**	**10.8**	**11.9**	**59,639**	**.0210**	**1,652**	**5,522**	**11.2**	**5,307**	**23.2**	**6.7**	**27.8**	**17.9**	**33.6**	**33.7**	**9.5**	**14.9**	**6.1**	**26.8**
Pontiac		9.0	.0053	2.8		16,119	.0057	1,791	5,757	2.9	5,470	23.1	6.4	25.5	16.2	35.9	34.9	8.6	13.1	6.9	29.4
5 Streator																					
Logan		**32.7**	**.0194**	**8.8**	**16.4**	**47,843**	**.0168**	**1,457**	**5,414**	**9.6**	**4,950**	**28.4**	**8.8**	**27.1**	**18.7**	**30.1**	**32.3**	**9.1**	**15.5**	**5.3**	**24.7**
Lincoln		16.4	.0097	3.9		23,521	.0083	1,434	6,031	4.8	4,915	27.6	8.6	27.1	19.0	31.4	33.9	8.9	15.2	5.0	23.3
McDonough		**28.7**	**.0170**	**9.2**	**14.8**	**44,021**	**.0155**	**1,534**	**4,785**	**10.7**	**4,099**	**36.5**	**13.6**	**29.9**	**25.2**	**24.8**	**32.1**	**5.5**	**11.3**	**3.3**	**17.8**
Macomb		11.5	.0068	3.6		20,367	.0072	1,771	5,658	5.2	3,939	40.2	15.6	29.1	25.4	22.3	30.1	5.2	11.1	3.2	17.5
McHenry		**58.2**	**.0345**	**18.0**	**21.1**	**106,565**	**.0383**	**1,865**	**6,031**	**18.1**	**5,982**	**20.5**	**5.2**	**21.9**	**12.6**	**37.4**	**33.2**	**12.2**	**17.1**	**6.0**	**31.9**
Woodstock		8.0	.0047	2.5		18,641	.0066	2,330	7,456	2.9	6,360	17.8	4.3	19.6	10.6	39.5	33.0	14.3	18.8	8.8	33.3
Crystal Lake		6.9	.0041	2.1		14,046	.0049	2,036	6,689	2.1	6,750	17.6	4.0	18.6	9.5	39.2	30.8	14.1	17.5	10.5	38.2
McLean	183	**83.6**	**.0495**	**26.0**	**47.5**	**154,045**	**.0542**	**1,843**	**5,925**	**30.7**	**5,022**	**29.2**	**8.9**	**26.4**	**18.1**	**29.6**	**31.3**	**9.0**	**15.0**	**5.8**	**26.7**
Bloomington-Normal		*49.0*	*.0290*	*14.8*		*100,085*	*.0359*	*2,041*	*6,758*												
△Bloomington		37.3	.0221	11.9		77,556	.0273	2,079	6,517	15.0	5,185	28.3	8.3	25.8	17.1	30.3	31.1	9.2	14.9	6.4	28.6

5 Streator is in LaSalle and Livingston Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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IN DECATUR, ILLINOIS, THE FACTS ARE . . .

3 twice as many people make

WSOY AM-FM

--a regular daytime habit.



• 1956 Nielsen reports show 27,710 Daytime (daily average) Listener Homes for WSOY compared with 13,000 for the second station. It's a fact – in the 10 county Decatur Market Area (Rand McNally) WSOY is your best Radio buy.

• WSOY has more daytime listeners than any other station its size in Illinois.

• WSOY has more night-time listeners than *any* station (excluding Quad Cities and Chicago) in Illinois.

In booming Decatur, most homes have the WSOY listening habit. Increasing industry, increasing population mean a big new sales potential that's easily and most economically reached thru WSOY. When you schedule radio in Illinois be sure you include the big WSOY audience.

WSOY-WSOY-FM DECATUR AND **WSEI** EFFINGHAM, ILLINOIS

NATIONAL REPRESENTATIVE – WEED & COMPANY

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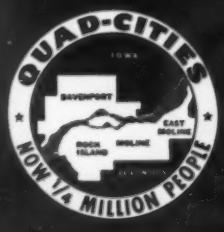
ILLINOIS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Macon	38	112.6	.0667	36.0	85.9	208,295	.0734	1,850	5,786	38.9	5,349	22.1	6.3	24.5	15.8	37.1	36.8	10.6	16.7	5.7	24.4
▲Decatur		73.0	.0432	23.4		144,392	.0509	1,978	6,171	26.8	5,398	22.2	6.3	23.9	15.2	37.3	36.8	10.7	16.5	5.9	25.2
Macoupin		41.1	.0244	13.6	15.5	6,1650	.0218	1,500	4,533	13.6	4,523	29.0	9.8	26.6	20.3	33.4	30.2	7.6	14.1	3.4	16.6
Madison	124	212.8	.1260	67.4	151.3	376,270	.1325	1,768	5,667	69.8	5,389	19.8	5.6	22.3	14.3	41.3	40.7	11.5	17.9	5.1	21.5
Alton		35.3	.0209	11.2		69,215	.0244	1,961	6,180	12.7	5,438	23.0	6.5	22.5	14.3	37.2	36.3	11.2	17.2	6.1	25.7
Granite City		36.5	.0216	11.0		66,812	.0235	1,830	6,074	12.2	5,482	16.2	4.5	22.2	14.0	44.7	43.3	12.1	18.5	4.8	19.7
Edwardsville		10.3	.0061	3.1		19,173	.0068	1,861	6,185	3.4	5,647	19.4	5.3	19.8	12.1	41.6	39.1	13.4	19.8	5.8	23.7
6 Collinsville		13.3	.0079	4.2		24,105	.0085	1,812	5,739	4.4	5,526	20.8	5.8	21.8	13.5	39.9	38.4	11.6	17.6	5.9	24.7
Wood River		11.8	.0070	3.7		23,705	.0084	2,009	6,407	4.0	5,898	13.9	3.6	16.8	9.9	49.0	44.1	14.7	20.8	5.6	21.6
Marion		42.3	.0251	13.7	19.9	66,179	.0234	1,565	4,831	14.4	4,582	29.6	9.9	27.2	20.4	31.9	37.0	7.3	13.3	4.0	19.4
1 Centralia		13.6	.0081	4.5		24,908	.0088	1,831	5,535	5.1	4,891	27.7	8.6	24.9	17.7	33.8	36.7	8.8	15.0	4.8	22.0
Salem		6.7	.0040	2.1		11,628	.0041	1,736	5,537	2.2	5,243	24.5	7.1	26.1	17.2	34.9	35.3	8.4	13.5	6.1	26.9
Marshall		12.5	.0074	3.9		20,843	.0073	1,667	5,344	4.1	5,141	27.7	8.2	26.5	17.9	31.0	32.0	8.6	13.9	6.2	28.0
Mason		14.8	.0087	4.9	4.3	24,559	.0087	1,659	5,012	5.0	4,904	27.4	8.5	28.2	19.8	31.1	33.7	8.2	14.1	5.1	23.9
Massac		14.4	.0086	4.7	6.8	15,800	.0055	1,097	3,362	4.9	3,246	46.7	22.0	30.0	31.9	18.8	30.7	3.2	8.3	1.3	7.1
Metropolis		6.8	.0040	2.4		8,116	.0029	1,194	3,382	2.4	3,369	44.2	20.0	28.9	29.6	21.8	34.3	3.9	9.6	1.2	6.5
Menard		8.7	.0051	2.7		13,828	.0049	1,589	5,121	2.7	5,073	28.2	8.5	29.3	19.9	28.7	30.0	7.4	12.3	6.4	29.3
Mercer		16.7	.0099	5.2	2.9	25,800	.0091	1,545	4,962	5.6	4,615	31.6	10.5	27.5	20.5	29.6	34.1	6.6	12.0	4.7	22.9
Monroe		13.3	.0079	4.0	2.9	20,437	.0072	1,537	5,109	4.3	4,778	24.9	7.9	29.4	21.2	34.3	38.2	7.1	12.5	4.3	20.2
Montgomery		30.2	.0179	10.2	13.1	42,805	.0151	1,417	4,197	10.2	4,200	35.5	12.9	28.7	23.6	26 3	33.3	6.0	12.0	3.5	18.2
Morgan		35.3	.0209	9.9	24.1	54,115	.0191	1,533	5,466	11.5	4,725	33.4	10.8	28.0	20.4	25.8	29.0	7.3	12.9	5.5	26.9
Jacksonville		24.1	.0143	6.0		37,367	.0132	1,550	6,228	8.2	4,569	34.1	11.4	27.8	20.9	26.3	30.6	6.9	12.7	4.9	24.4
Moultrie		12.7	.0075	3.9	3.3	20,185	.0071	1,589	5,176	4.1	4,896	25.1	7.8	30.6	21.5	31.0	33.7	8.4	14.4	4.9	22.6
Ogle		33.7	.0200	10.7	11.6	57,810	.0203	1,715	5,403	11.1	5,223	24.0	7.0	25.1	16.6	35.0	35.6	10.4	16.7	5.5	24.1
Peoria	105	186.6	.1105	57.8	153.1	370,895	.1307	1,988	6,417	68.7	5,560	21.2	5.8	23.6	14.7	37.7	36.0	11.1	16.7	6.4	26.8
▲Peoria		117.0	.0693	36.4		252,510	.0890	2,158	6,937	46.0	5,484	22.6	6.3	24.1	15.2	36.2	35.1	10.7	16.3	6.4	27.1
Perry		20.3	.0121	6.3	10.0	24,750	.0087	1,219	3,929	6.3	3,939	34.3	13.3	31.3	27.4	26.7	36.0	5.4	11.5	2.3	11.8
Piatt		12.9	.0076	4.1	2.5	22,286	.0079	1,728	5,436	4.3	5,225	27.9	8.2	28.6	18.8	27.9	28.4	8.8	14.1	6.8	30.5
Pike		20.0	.0119	6.6	3.3	26,232	.0092	1,312	3,975	6.6	3,946	39.4	15.2	29.5	25.8	22.7	30.5	5.3	11.3	3.1	17.2
Pope		4.8	.0028	1.5		4,227	.0015	881	2,818	1.5	2,748	55.9	31.0	28.8	36.4	13.1	25.3	1.8	5.3	.4	2.0
Pulaski		14.4	.0085	4.4		13,914	.0049	966	3,162	4.4	3,150	51.3	24.9	30.2	33.1	14.0	23.6	2.7	7.1	1.8	11.3
Putnam		3.9	.0023	1.2		5,412	.0019	1,388	4,510	1.2	4,638	29.2	9.6	30.5	22.7	29.3	32.4	7.5	13.6	4.5	21.7
Randolph		29.5	.0175	8.2	8.5	39,711	.0140	1,346	4,843	9.3	4,285	29.7	10.6	33.2	26.5	27.5	34.2	6.5	12.8	3.1	15.9
Richland		18.3	.0109	6.2	9.6	26,420	.0093	1,444	4,261	6.4	4,131	32.3	11.9	29.2	24.3	30.3	39.0	5.6	11.4	2.6	13.4
Olney		9.6	.0057	3.2		15,925	.0056	1,659	4,977	3.7	4,324	28.4	10.0	29.0	23.1	33.7	41.4	6.2	12.0	2.7	13.5

1 Centralia is in both Clinton and Marion Counties.
6 Collinsville is in Madison and St. Clair Counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

THE QUAD-CITIES



one of the

FIRST 100 MARKETS

ROCK ISLAND COUNTY, ILLINOIS

(Rock Island, Moline, East Moline)

and SCOTT COUNTY, IOWA

(Davenport)

comprise The Standard Metropolitan County Area of

THE QUAD-CITIES

NOW OVER ¼ MILLION PEOPLE — OVER HALF ON ILLINOIS SIDE

For Complete Market Data Turn To The Metropolitan County Area Section Under Area No. 36

The Dispatch and The Argus newspapers cover 9 out of 10 homes on the Illinois side of the Quad-Cities. Station WHBF (CBS radio and television) is "The Quad-Cities' Favorite". Complete current data on the Quad-City Market will be sent on request.

THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
STATION WHBF, ROCK ISLAND

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
7Rock Island	38	147.4	.0873	45.3	122.2	283,203	.0998	1,921	6,252	50.6	5,592	17.7	4.8	20.7	12.8	44.0	41.8	12.1	18.1	5.5	22.5
Rock Island-Moline-East Moline		*107.6*	*.0638*	*32.8*		*218,471*	*.0769*	*2,030*	*6,661*												
▲Rock Island		50.1	.0297	16.0		100,574	.0354	2,007	6,286	18.6	5,409	19.5	5.5	20.9	13.4	43.4	42.6	11.1	17.2	5.1	21.3
▲Moline		42.2	.0250	13.3		92,819	.0327	2,200	6,979	15.6	5,939	16.8	4.3	20.0	11.6	43.3	38.8	13.0	18.3	6.9	27.0
East Moline		15.3	.0091	3.5		25,078	.0088	1,639	7,165	4.5	5,633	14.9	4.0	19.8	12.1	46.4	43.8	14.1	21.0	4.8	19.1
St. Clair	124	231.7	.1372	70.0	174.7	374,553	.1320	1,617	5,351	81.2	4,610	28.9	9.6	25.7	19.2	33.3	38.3	8.5	15.4	3.6	17.5
East St. Louis		87.9	.0521	26.5		135,672	.0478	1,543	5,120	30.3	4,484	28.9	9.8	27.9	21.5	31.8	37.7	8.2	15.3	3.2	15.7
Belleville		42.7	.0253	13.8		75,373	.0266	1,765	5,462	14.8	5,084	24.7	7.4	24.5	16.6	36.2	37.8	9.6	15.9	5.0	22.3
6 Collinsville																					
Saline		31.6	.0187	10.5	15.1	43,057	.0152	1,383	4,101	10.6	4,046	37.8	14.3	28.0	23.9	25.4	33.3	5.7	11.7	3.1	16.8
Harrisburg		11.0	.0065	3.7		18,616	.0066	1,692	5,031	4.0	4,614	33.2	11.0	27.0	20.2	27.8	32.0	7.2	13.1	4.8	23.7
Sangamon	141	140.0	.0830	45.4	106.6	260,412	.0917	1,860	5,736	49.9	5,217	23.8	7.0	26.5	17.5	34.2	34.8	9.9	15.9	5.6	24.8
▲Springfield		88.1	.0522	29.2		178,196	.0628	2,023	6,103	33.9	5,264	23.8	6.9	25.8	17.0	34.3	34.6	10.3	16.3	5.8	25.2

6 Collinsville is in Madison and St. Clair Counties.
7 Information received too late for inclusion above indicates that Rock Island County population was close to 151,000 as of January 1, 1957.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.
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IN SPRINGFIELD, ILL.

Year after Year . . .
More Audience than Other
Local Stations COMBINED*

AM **WTAX** FM

CBS Radio Affiliate

* C. E. Hooper Inc. Oct.-Nov. 1956

A CAPITAL MARKET

Population 452,000
Effective Buying Income . . . $774,971,000
Total Retail Sales $565,014,000

Home County and immediately adjacent counties only!

Quality Index — 31 points above national average

Our 173,705 Population

Grows Sales BOTH WAYS

In Danville's Vermilion County annual industrial payrolls and farm income each are within 20% of the other . . . that makes the $157,639,000 buying income stable, balanced, assured . . . outstanding in all the nation.

It pays off in sales too. Note the comparative table at the right.

Our 96% coverage of this nearly 175,000 ABC Trading Area population (more than 100% coverage in the City Zone) is unapproached by any other newspaper, daily or Sunday . . . in fact by any other advertising medium.

Danville's per Capita Retail Sales are better than for *Chicago* or *All Illinois*:

In Food Stores by:	36%	39%
In General Merchandise Stores by:	—	50%
In Apparel Stores by:	8%	53%
In Furniture and Appliance Stores by:	72%	104%
In Automotive Dealers and Stations by:	79%	60%
In Drug Stores by:	73%	105%
In Total Retail Sales by:	25%	40%

A.B.C. City Zone population has increased 45% in 10 years; City Zone circulation 57%; General Advertising rate only 27%.

DANVILLE COMMERCIAL-NEWS

Evening — *Member: The Gannett Group of Newspapers* — *Sunday*

Represented by J. P. McKinney & Son, Inc. — **New York • Syracuse • Chicago • San Francisco**

ILLINOIS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000 & over % Units	$10,000 & over % Inc.
Schuyler		8.7	.0051	3.0	2.4	10,358	.0037	1,191	3,453	3.0	3,497	40.6	17.7	34.5	34.1	19.3	29.3	3.6	9.2	1.8	9.7
Scott		6.4	.0038	2.1		10,034	.0035	1,568	4,778	2.1	4,803	34.6	11.0	28.3	20.4	23.8	28.3	7.1	12.4	6.2	29.9
Shelby		23.0	.0137	7.5	4.3	31,684	.0112	1,378	4,225	7.7	4,104	36.2	13.5	29.2	24.6	25.6	33.1	5.6	11.6	3.2	17.0
Stark		8.4	.0049	2.6		14,229	.0050	1,694	5,473	2.7	5,218	26.7	7.8	27.6	18.2	30.1	30.7	9.2	14.6	6.4	28.5
Stephenson		44.3	.0263	14.2	25.2	75,431	.0268	1,703	5,312	15.2	4,961	25.3	7.8	26.3	18.2	34.2	36.6	9.6	16.3	4.6	21.1
Freeport		25.2	.0149	8.2		46,454	.0164	1,843	5,665	9.1	5,095	24.1	7.2	24.7	16.8	36.0	37.5	10.3	16.9	4.9	21.6
Tazewell	105	87.9	.0520	27.3	56.9	158,608	.0559	1,804	5,810	29.0	5,661	16.0	4.3	21.6	13.2	44.8	42.0	12.0	17.8	5.6	22.7
Pekin		25.7	.0152	8.2		52,131	.0184	2,028	6,357	9.0	5,786	16.2	4.3	20.0	13.0	44.8	41.1	13.0	18.8	6.0	23.8
East Peoria		12.5	.0074	3.8		22,148	.0078	1,772	5,828	4.2	5,240	16.3	4.7	24.2	16.0	45.3	45.9	10.1	16.2	4.1	17.2
Union		19.1	.0114	5.3	4.2	18,380	.0065	962	3,468	5.4	3,388	43.0	19.4	32.5	33.2	19.4	30.3	3.6	8.8	1.5	8.3
Vermilion	195	91.5	.0542	29.2	55.3	157,639	.0555	1,723	5,399	31.0	5,083	21.1	6.3	29.5	20.1	35.9	37.5	8.6	14.2	4.9	21.9
△Danville		41.5	.0246	13.6		77,205	.0272	1,860	5,677	15.3	5,057	23.4	7.1	27.0	18.4	35.7	37.5	9.0	14.9	4.9	22.1
Wabash		14.8	.0087	4.6	10.1	25,134	.0089	1,698	5,464	5.2	4,843	30.2	9.5	28.3	18.8	30.7	33.7	7.5	12.9	5.3	25.1
Mount Carmel		10.1	.0060	3.3		18,574	.0065	1,839	5,628	3.7	4,961	28.6	8.8	26.0	18.0	31.9	34.2	8.0	13.8	5.5	25.5
Warren		25.4	.0151	8.0	10.9	41,100	.0144	1,618	5,138	9.3	4,438	34.1	11.7	30.5	23.7	24.4	29.2	6.4	12.1	4.6	23.3
Monmouth		10.9	.0065	3.5		18,699	.0066	1,716	5,343	4.4	4,244	38.0	13.7	27.9	22.6	24.0	30.0	6.0	11.8	4.1	21.9
Washington		13.5	.0080	4.4		16,280	.0058	1,204	3,695	4.8	3,652	36.8	15.4	32.5	30.7	24.9	36.2	4.2	9.8	1.6	8.1
Wayne		23.7	.0140	7.6	8.1	30,119	.0108	1,271	3,963	7.7	3,933	39.8	15.5	28.9	25.3	22.7	30.7	5.5	11.7	3.1	16.8
Fairfield		6.1	.0036	2.1		10,000	.0035	1,639	4,762	2.2	4,636	32.6	10.7	29.7	22.1	24.6	28.2	8.1	14.6	5.0	24.4
White		20.2	.0120	6.5	6.4	28,803	.0101	1,428	4,431	6.5	4,417	34.7	12.0	25.5	20.0	28.2	33.9	7.7	14.5	3.9	19.6
Carmi		6.4	.0038	2.2		11,878	.0042	1,856	5,399	2.3	5,118	28.9	8.6	24.5	16.6	31.1	32.2	9.6	18.7	5.9	26.9
Whiteside		52.7	.0312	16.8	29.4	84,642	.0299	1,606	5,099	17.0	4,979	23.1	7.1	26.3	18.2	37.0	39.5	9.2	15.5	4.4	19.7
Sterling-Rock Falls		*35.4*	*.0150*	*8.0*		*45,689*	*.0164*	*1,790*	*5,490*												
Sterling		14.1	.0084	4.6		28,342	.0100	2,010	6,161	5.2	5,491	20.4	5.7	22.7	14.3	40.0	38.7	11.1	16.9	5.8	24.5
Will	28	158.1	.0937	45.8	106.4	283,747	.0999	1,795	6,195	48.5	5,855	17.3	4.5	20.1	11.8	43.0	39.0	13.1	18.7	6.5	26.0
Joliet		82.2	.0368	18.5		129,667	.0457	2,055	7,009	21.7	5,965	17.4	4.5	19.5	11.2	42.4	37.8	13.8	19.4	8.9	27.1
Williamson		48.2	.0285	16.4	28.4	61,134	.0216	1,288	3,723	16.8	3,710	37.5	15.4	31.4	29.2	24.6	35.3	4.7	10.6	1.8	9.5
Herrin		9.5	.0056	3.3		14,089	.0050	1,483	4,269	3.4	4,106	30.6	11.4	30.6	25.5	30.7	39.8	5.9	12.1	2.2	11.2
Marion		13.0	.0071	4.0		17,472	.0062	1,456	4,368	4.3	4,027	35.2	13.3	30.0	25.8	26.5	34.9	5.6	11.6	3.7	14.4
See Carbondale-Herrin-Murphysboro																					

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

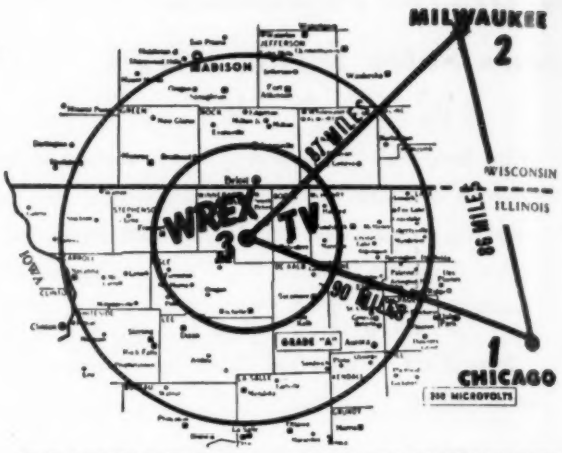
Add a BILLION DOLLAR SALES MARKET at the Western Corner of the Midwest's Golden Triangle—

WREX-TV ALONE GIVES POSITIVE COVERAGE OF THIS NORTHERN ILLINOIS—SOUTHERN WISCONSIN MARKET

Only one VHF station commands attention to your product in the living rooms in this Billion Dollar-Plus market . . . beyond the influence of Chicago or Milwaukee TV (90 air miles away).

WREX-TV programs only the finest CBS and ABC network and local shows for this farm-industrial wage-earner market . . . Telepulse surveys in the 14-county area prove the audience has its eyes only on WREX-TV.

WREX-TV is your sales window through which this Billion Dollar-Plus market views *your product*. H-R men will give you complete details and availabilities.



OVER 1,000,000 POPULATION • OVER A BILLION DOLLARS INCOME
OVER A BILLION DOLLARS RETAIL SALES • OVER 272,695 TV SETS

WREX-TV CHANNEL 13 ROCKFORD, ILLINOIS

CBS J. M. BAISCH, General Manager ABC
Represented by H-R TELEVISION, INC.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It's favored by advertisers, too . . . for its consistent results, at much lower cost per 1,000.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Winnebago	120	181.1	.1673	57.3	145.4	362,631	.1278	2,002	6,329	62.5	5,801	17.5	4.6	20.8	12.3	42.3	38.8	13.0	18.8	6.4	25.5
▲Rockford		116.1	.0688	37.2		257,706	.0908	2,220	6,928	43.6	5,906	17.5	4.5	20.4	11.9	41.8	37.6	13.5	19.2	6.8	26.8
Woodford		22.0	.0130	6.7		36,300	.0128	1,650	5,418	6.8	5,371	22.8	6.4	26.6	17.1	35.0	34.8	9.6	15.0	6.2	26.9
Total Above Cities		6504.3	3.8526	2004.0		14,758,175	5.2005	2,269	7,364	2361.1	6,251	19.7	4.8	21.1	11.7	36.7	31.1	13.7	18.4	8.8	34.0
State Total		9488.6	5.8210	2937.1	7507.2	19,543,873	6.8867	2,060	6,654	3306.2	5,911	21.6	5.6	22.5	13.1	35.6	32.0	12.5	17.7	7.8	31.6

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Bloomington	183	83.6	.0495	26.0	47.5	154,045	.0542	1,843	5,925
△Champaign-Urbana	190	125.4	.0743	33.2	84.5	261,794	.0923	2,088	7,885
Chicago	28	6,183.0	3.6629	1,897.8	5,879.6	14,250,993	5.0214	2,305	7,509
△Danville	195	91.5	.0542	29.2	55.3	157,639	.0555	1,723	5,399
Davenport-Rock-Island-Moline	36	282.2	.1553	80.5	212.8	494,275	.1741	1,685	6,140
Decatur	38	112.6	.0667	36.0	85.9	208,295	.0734	1,850	5,786
△Galesburg	208	55.5	.0328	18.1	37.0	98,514	.0347	1,775	5,443
△Kankakee	218	84.2	.0499	21.5	41.1	127,879	.0450	1,519	5,948
Peoria	105	274.5	.1625	85.1	210.0	529,503	.1866	1,929	6,222
△Quincy	248	68.2	.0404	21.8	45.3	105,272	.0371	1,544	4,829
Rockford	120	181.1	.1073	57.3	145.4	362,631	.1278	2,002	6,329
Springfield	141	140.0	.0830	45.4	106.6	260,412	.0917	1,860	5,736
Total Above Areas		7,661.8	4.5388	2,351.9	6,951.2	17,011,252	5.9938	2,220	7,233

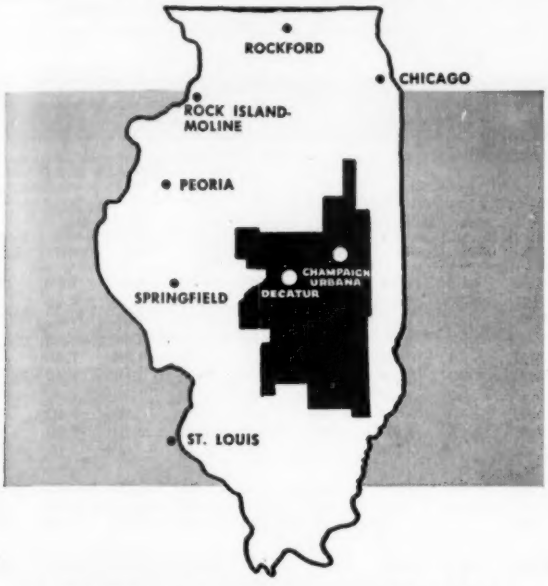
© SM, 1957.

Before using these figures, read foreword, page 11.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.

NOW! Buy One Great Market Containing Two Metro Cities



- **$621,713,000 Retail Sales**
- **546,500 Population**
- **95,412 Circulation**
- **53% Coverage of 17 Counties**

JUST COMPARE! IT'S ILLINOIS NO. 1 MARKET BUY

Home County Statistics	Pop. (add 000)	R.S. (add 000)	Food (add 000)	Auto (add 000)
1. Central Illinois Group (Decatur and Champaign-Urbana)	238.0	$287,763	$57,964	$56,193
2. Peoria	186.6	264,970	49,596	51,206
3. Rockford	181.1	255,494	51,512	45,602
4. Rock Island-Moline	147.4	166,416	39,842	31,328
5. Springfield	140.0	195,726	37,689	31,151

SAVE 5¢ PER LINE WITH NEW COMBINATION NEWSPAPER PURCHASE

Decatur HERALD and REVIEW

Gives penetration coverage of huge market area representing over 7,000 square miles. Decatur is a center of spectacular industrial activity. As an example: Caterpillar Tractor Company just completed a 600,000 square foot plant in 1955. Construction for an additional 400,000 square feet is now underway. New industry investment in last three years was over $40 million. One of many reasons why Decatur has shown the greatest retail sales gain of any major metropolitan area the past two years.

and Champaign-Urbana COURIER

The citys No. 1 and only growing newspaper – 67% circulation increase in past 6 years. Growth continues at accelerated pace. Champaign is the educational center of Illinois . . . home of the University of Illinois where 21,000 students and faculty members prefer the Courier. Located in the heart of America's richest farmland. Gross cash farm income in Champaign County alone $41½ million – 47th highest county in the nation.

How to Qualify and Buy the Central Illinois Group

You must order the combination to qualify for the 36¢ per line rate. Make order in duplicate identified as the Central Illinois Group. Send one (1) copy to the Decatur Herald and Review and one (1) to the Champaign-Urbana Courier. Send separate sets of mechanics to each paper. *Same copy, same size, must run in same calendar week.* You will receive one (1) invoice from Lindsay-Schaub Newspapers, P.O. Box 311, Decatur, Illinois. Closing two days previous to publication. Combination offer effective May 1, 1957. Complete details in SRDS listing under Central Illinois Group at the beginning of the Illinois Section. All advertising subject to acceptance by both newspapers.

You can still buy each market individually for a combined total of 41¢ per line, or you can have the new *combination rate* at a *5¢ per line* savings!



THE LARGEST ILLINOIS MARKET OUTSIDE CHICAGO

CENTRAL ILLINOIS GROUP

DECATUR HERALD AND REVIEW — CHAMPAIGN-URBANA COURIER

Member Illinois Color Comic Group

LINDSAY-SCHAUB NEWSPAPERS, INC. — NAT'L REPS: JANN & KELLEY

QUINCY, ILL. ABC CITY ZONE NOW 50,111

The QUINCY HERALD-WHIG blankets this 50,000 market as well as giving dominant coverage in the 333,000 population trade territory of which Quincy is the capital city.

A proved test market offering these important requisites:

(1) An isolated market. **(2)** Average per family spendable income. **(3)** Negligible infiltration of any large city media. **(4)** Headquarters for expanding wholesale coverage of area. **(5)** HERALD-WHIG offers outstanding merchandising program for advertisers. **(6)** Steady, uninterrupted incomes, amicable labor relations.

THE QUINCY HERALD-WHIG · Quincy, Illinois

Hal Culp, Advertising Manager
ABC Circulation 32,633

ILLINOIS

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwrs. ($000)	Drugs ($000)
Adams	248	71,874	.0374	3,297	.0378	94	93	15,960	6,696	10,328	3,983	4,885	10,328	3,437	7,045	2,632
△Quincy		62,783	.0326		.0276	110	130	13,467	5,759	10,192	3,960	4,756	8,982	2,424	5,640	2,550
Alexander		19,558	.0101	2,716	.0103	79	77	3,288	2,483	1,021	1,310	972	5,383	2,562	890	404
Cairo		16,305	.0085		.0075	93	105	2,342	1,646	838	1,310	910	5,028	1,905	526	375
Bond		12,073	.0063	2,744	.0067	83	78	2,785	611	735	339	311	2,544	1,208	1,338	178
Boone		20,114	.0105	3,657	.0107	99	97	4,395	1,387	1,229	513	591	5,108	1,782	2,427	418
Belvidere		16,756	.0087		.0074	119	140	4,077	994	1,158	513	439	4,998	1,221	1,283	418
Brown		6,890	.0035	3,281	.0033	92	97	1,599	331	174	286	203	1,054	537	1,513	150
Bureau		37,124	.0193	3,094	.0210	94	87	8,055	2,881	1,937	845	1,062	7,366	2,371	7,827	750
Princeton		13,000	.0068		.0051	138	184	3,302	470	777	543	559	2,931	655	2,137	238
Calhoun		4,913	.0026	2,890	.0026	72	72	394	325	1,244	38	35	551	767	722	...
Carroll		21,679	.0112	3,335	.0115	97	95	3,838	1,680	642	698	544	3,792	1,662	4,484	270
Cass		14,923	.0078	3,470	.0078	98	96	4,370	1,302	975	568	201	2,799	1,344	2,484	473
Champaign	190	131,806	.0685	3,970	.0815	110	92	24,988	9,678	19,977	6,651	5,560	23,969	10,219	14,012	4,508
△*Champaign-Urbana*		*101,378*	*.0526*		*.0545*	*122*	*117*	*19,859*	*6,967*	*18,985*	*6,170*	*5,077*	*17,786*	*6,955*	*7,239*	*4,009*
△Champaign		81,643	.0424		.0371	131	149	12,835	5,087	15,677	5,745	4,102	17,260	4,896	5,805	2,869
△Urbana		19,729	.0102		.0174	106	62	7,024	1,880	2,608	425	975	466	2,059	1,434	1,140
Christian		44,585	.0231	3,594	.0228	100	102	9,866	2,820	2,737	1,615	2,485	7,886	2,648	5,465	922
Taylorville		19,256	.0100		.0077	133	172	5,000	909	1,757	952	1,405	4,165	1,168	1,369	553
Clark		16,530	.0086	2,952	.0089	89	86	2,938	1,068	992	213	657	3,188	1,580	2,788	396
Clay		15,835	.0081	2,931	.0082	83	82	2,788	881	2,086	803	883	2,888	1,680	1,745	288
Clinton		19,824	.0103	3,099	.0108	81	77	4,386	1,889	1,194	583	758	3,550	1,261	4,155	217
1 Centralia																
Coles		54,851	.0285	4,063	.0256	102	114	11,428	3,163	5,379	3,334	2,585	11,677	4,018	4,787	1,703
Mattoon		33,784	.0175		.0129	122	165	7,154	2,102	3,740	2,467	1,330	7,647	2,348	2,815	1,161
Charleston		16,312	.0085		.0067	114	144	3,490	772	1,025	867	1,147	4,046	1,115	791	543
Cook	28	7,034,321	3.6541	4,618	3.6965	128	128	1,485,229	675,664	1,440,633	599,841	341,290	1,027,743	313,792	283,128	232,883
2▲Chicago		5,582,948	2.9002		2.8914	128	128	1,099,080	544,483	1,274,555	497,078	284,585	777,272	216,663	175,038	184,380
Evanston		139,480	.0725		.0763	171	162	23,793	6,658	28,902	20,459	10,509	25,856	4,388	4,362	4,307
Oak Park		124,109	.0645		.0627	173	178	19,358	2,988	18,448	20,304	3,097	43,209	3,950	3,192	4,463
Cicero		92,992	.0483		.0494	122	119	25,170	10,622	2,822	5,591	3,334	19,541	4,566	6,482	2,793
Berwyn		84,426	.0439		.0438	137	137	23,560	4,549	6,189	6,354	4,619	15,891	4,035	15,013	2,819
Chicago Heights		53,435	.0278		.0217	127	165	9,537	2,666	6,948	3,849	3,866	13,967	4,416	2,810	1,078
La Grange		43,821	.0228		.0155	207	304	11,847	1,428	5,330	3,180	1,637	9,904	2,601	4,141	1,570
Harvey		40,095	.0208		.0173	119	143	11,150	2,702	2,691	1,807	1,300	12,611	2,965	1,047	1,325
Blue Island		47,023	.0244		.0164	149	222	9,672	3,685	5,452	2,672	1,201	15,859	2,644	4,334	1,238
Maywood		30,996	.0161		.0203	120	95	8,043	2,003	428	1,300	957	10,900	2,614	2,233	1,033
Winnetka		24,886	.0129		.0170	215	163	4,796	761	1,705	5,602	1,507	4,046	1,546	1,434	1,213
River Forest		35,704	.0185		.0154	220	264	3,633	584	26,090	628	1,280	616	1,434	650	343
Des Plaines		43,248	.0225		.0221	126	129	11,529	2,810	3,532	2,397	1,115	7,271	2,197	4,627	1,465
Park Ridge		34,226	.0178		.0233	154	118	8,850	1,367	1,199	2,505	1,954	10,433	1,575	3,410	1,347
Wilmette		26,319	.0137		.0205	169	113	9,078	1,130	871	952	1,317	7,134	1,981	976	1,010
Elmwood Park		30,720	.0160		.0171	125	117	9,842	3,312	2,665	1,501	1,064	3,413	1,573	1,170	982
Melrose Park		27,656	.0144		.0120	119	143	8,051	2,426	1,929	1,982	977	2,307	2,000	5,105	353
Forest Park		26,898	.0140		.0121	133	154	4,226	3,084	3,281	133	1,027	1,227	2,548	3,262	600
Skokie		50,045	.0260		.0366	114	81	10,110	7,754	4,208	1,656	889	8,436	3,465	4,393	1,490
Brookfield		14,510	.0075		.0127	108	84	5,424	1,398	1,240	209	744	2,282	1,099	284	603
Calumet City		12,668	.0066		.0129	102	52	2,844	4,333	203	61	362	211	1,888	602	199
Evergreen Park		62,719	.0326		.0203	161	250	16,405	4,389	9,463	5,614	513	530	3,024	4,910	4,308
Arlington Heights		23,433	.0122		.0161	120	91	7,169	1,455	1,561	626	997	5,619	1,549	1,373	657
Glenview		16,462	.0086		.0115	135	101	6,288	1,544	609	883	126	3,025	1,404	1,358	243
Lansing		14,459	.0075		.0100	102	77	2,431	650	593	1,035	290	3,150	2,745	1,463	382
Oak Lawn		28,475	.0148		.0137	121	131	9,392	2,819	744	539	615	6,338	3,063	2,548	1,048

1 Centralia is in Clinton and Marion Counties.
2 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.
© SM, 1957.



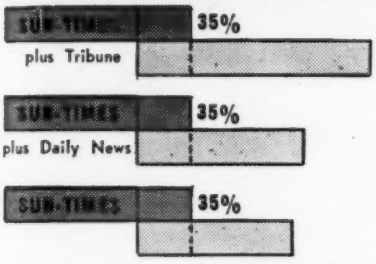
In Chicago It Takes 2 To Chart Sales Gains—Here Are The Charts That Prove It

No single daily newspaper reaches even half of your Chicago-area prospects. It Takes 2. For greatest unduplicated coverage, one must be The Chicago Sun-Times.

This is again shown in the fourth independent biennial study of Chicago daily newspaper coverage and duplication by Publication Research Service.

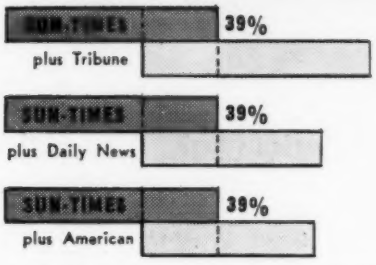
Some highlights of this important research project are shown below. For details, see the study. Copies available on request.

All people 15 and over in city and suburban sample = 100%



Latest in series of studies again confirms that no single Chicago daily newspaper reaches even half of your prospects in the Chicago and suburban market. But The Chicago Sun-Times combined with one other paper gives you 68% coverage—almost 8% MORE net coverage than any other 2-paper combination!

All people under 45 in city and suburbs = 100%



Adults below 45 are in the "years of acquisition." They are your livest market—but you miss more than you hit when you advertise in only one Chicago daily newspaper. Through The Chicago Sun-Times plus one other newspaper, you reach 67% of this market—12% MORE than you reach through any other 2-paper combination.

—And If You're Advertising To Young Women, Here's Your Best Bet!

The Chicago Sun-Times Is Read By MORE WOMEN Under 35 Than Any Other Chicago Daily Paper

All women 15-35 in city & suburban sample = 100%

Sun-Times	43%
Tribune	36%
American	26%
Daily News	26%

The Chicago Sun-Times Is Read By MORE WOMEN Under 35 Who Earn Wages or Salaries Than Any Other Chicago Daily Paper

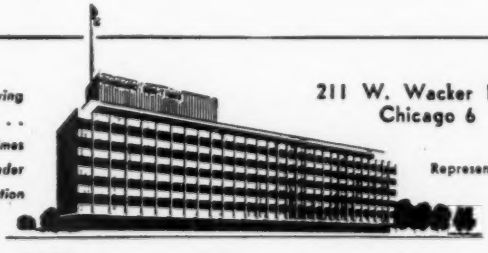
All women earners up to 35 in city & suburban sample = 100%

Sun-Times	48%
Tribune	36%
Daily News	30%
American	27%

The Chicago Sun-Times Is Read By MORE WOMEN Under 35 In the Housewife Category Than Any Other Chicago Daily Paper

All housewives up to age 35 in city & suburban sample = 100%

Sun-Times	43%
Tribune	34%
American	24%
Daily News	24%



Growing with Chicago . . . the new Sun-Times building now under construction

211 W. Wacker Drive, Chicago 6

CHICAGO SUN-TIMES

250 Park Avenue, New York 17

Represented by: Sawyer-Ferguson-Walker Co., Los Angeles, San Francisco, Seattle, Philadelphia, Detroit, Atlanta; Hal Winter Co., Miami Beach

been doing it for years...

delivering the best sales messages to the nation's 7th ranking consumer families*

adding extra impact with experienced and quality conscious R. O. P. color work*

providing the unusual and sincere merchandising assistance your product deserves*



*Lake County, Illinois ranks 7th in E. B. I. per family in the 200 U.S. countys leading in population.

*1956 color lineage, 414,323 lines. The News-Sun has produced full color work since 1945.

*For full details and samples contact our representatives, BURKE, KUIPERS, AND MAHONEY INC.

Net Paid Circulation, January, 1957

29,470 DAILY

representing a gain in excess of 50% since 1946!

Whereas

since 1946 Chicago newspaper circulation decreased 7.4% in Lake County 20.4% in Waukegan
1956 advertising lineage in the News-Sun was over 12,663,334 lines

A 1 YEAR GAIN OF 14.68%

Our representatives BURKE, KUIPERS AND MAHONEY can tell you why we say "Wonderful Waukegan" and how it can be reached only through the

The Waukegan News-Sun

WAUKEGAN ILLINOIS

ILLINOIS

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Park Forest		23,315	.0121		.0209	99	57	1,675	180	14,591	2,453	1,326	...	448	489	366
3 Barrington		18,449	.0096		.0058	103	320	1,032	633	5,252	451	456	4,730	1,539	2,252	225
4 Elgin																
5 Hinsdale																
Crawford		**20,540**	**.0106**	**3,921**	**.0110**	**91**	**88**	**4,976**	**1,081**	**1,353**	**799**	**1,292**	**4,538**	**1,840**	**3,103**	**404**
Cumberland		**7,295**	**.0038**	**2,432**	**.0042**	**74**	**67**	**1,164**	**491**	**378**	**179**	**349**	**832**	**1,327**	**1,313**	**124**
De Kalb		**65,690**	**.0341**	**5,092**	**.0291**	**114**	**133**	**11,651**	**4,385**	**4,494**	**2,810**	**2,597**	**15,783**	**4,770**	**9,522**	**1,780**
De Kalb		30,296	.0157		.0117	129	173	5,755	2,064	3,655	1,560	1,125	8,996	1,849	2,359	939
De Witt		**20,818**	**.0109**	**4,003**	**.0103**	**112**	**118**	**4,174**	**1,210**	**1,292**	**632**	**894**	**5,117**	**1,787**	**2,623**	**388**
Clinton		13,163	.0068		.0053	133	170	2,598	643	1,104	484	281	3,098	829	1,350	347
Douglas		**22,678**	**.0117**	**4,361**	**.0098**	**99**	**118**	**5,129**	**1,324**	**1,514**	**563**	**764**	**5,065**	**1,397**	**3,958**	**566**
Du Page	**26**	**219,580**	**.1141**	**3,025**	**.1685**	**114**	**77**	**65,260**	**14,430**	**10,029**	**9,418**	**5,492**	**39,488**	**17,171**	**28,740**	**8,613**
Elmhurst		45,645	.0237		.0279	137	116	14,245	2,146	3,661	3,164	2,263	10,700	2,354	2,798	1,662
Downers Grove		25,935	.0135		.0142	125	118	8,171	963	1,013	1,239	457	5,651	1,580	4,466	876
Wheaton		22,749	.0118		.0164	130	94	6,159	558	1,446	1,031	904	6,790	1,183	1,854	1,024
5 Hinsdale		14,197	.0074		.0112	133	101	3,591	660	594	860	434	4,052	674	1,052	733
Glen Ellyn		16,295	.0085		.0130	157	102	5,678	679	703	1,255	166	1,458	2,077	2,184	937
Lombard		14,103	.0073		.0124	115	68	5,296	626	705	274	137	989	1,085	2,475	618
Naperville		18,107	.0094		.0066	140	200	4,331	915	712	348	378	3,705	826	3,607	454
Edgar		**22,597**	**.0117**	**2,973**	**.0123**	**89**	**95**	**5,311**	**1,469**	**1,526**	**1,019**	**958**	**4,340**	**1,526**	**3,223**	**763**
Paris		16,629	.0086		.0076	106	119	3,988	1,018	1,379	914	766	3,626	1,023	1,414	542
Edwards		**10,408**	**.0054**	**4,003**	**.0045**	**88**	**106**	**1,527**	**294**	**540**	**134**	**296**	**2,930**	**1,537**	**1,075**	**102**
Effingham		**29,297**	**.0153**	**4,650**	**.0121**	**98**	**124**	**5,421**	**2,132**	**2,198**	**784**	**1,058**	**6,917**	**2,665**	**5,057**	**453**
Effingham		20,725	.0108		.0065	135	225	3,992	1,349	1,610	767	768	5,323	1,715	2,925	403
Fayette		**21,377**	**.0111**	**3,239**	**.0107**	**83**	**86**	**4,271**	**1,518**	**2,179**	**515**	**902**	**4,434**	**1,531**	**2,758**	**324**
Ford		**18,571**	**.0096**	**3,714**	**.0090**	**96**	**102**	**3,121**	**1,231**	**814**	**628**	**515**	**3,452**	**3,894**	**3,652**	**504**
Franklin		**35,274**	**.0183**	**2,177**	**.0221**	**78**	**64**	**9,934**	**2,194**	**2,816**	**2,117**	**2,130**	**6,509**	**3,221**	**1,975**	**1,009**
West Frankfort		13,859	.0072		.0064	94	106	3,759	556	1,241	1,263	998	2,798	1,052	599	387
Fulton		**45,111**	**.0235**	**3,090**	**.0246**	**96**	**91**	**9,881**	**2,619**	**2,429**	**1,901**	**2,408**	**10,936**	**3,945**	**5,534**	**1,185**
Canton		23,427	.0122		.0094	127	165	4,856	1,216	1,572	1,568	1,296	5,791	1,677	2,693	680
Gallatin		**7,916**	**.0041**	**3,045**	**.0040**	**75**	**77**	**1,552**	**646**	**632**	**179**	**340**	**860**	**788**	**2,417**	**142**

3 Barrington is in Cook and Lake Counties.
4 Elgin is in Cook and Kane Counties.
5 Hinsdale is in Cook and Du Page Counties.

Before using these figures, read foreword, page 11.

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ILLINOIS

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Greene		16,557	.0066	2,905	.0088	85	83	2,874	859	864	574	704	3,455	1,140	2,462	422
Grundy		21,726	.0113	3,149	.0128	93	82	5,005	2,140	772	948	950	4,034	2,829	3,103	403
Morris		13,294	.0069		.0056	119	147	3,211	728	484	890	678	2,633	1,557	1,523	284
Hamilton		8,215	.0042	2,282	.0046	69	63	1,968	280	839	84	347	2,377	753	799	191
Hancock		23,027	.0120	2,805	.0129	88	82	4,500	1,590	1,067	432	949	4,117	1,520	4,647	484
Hardin		3,349	.0017	1,595	.0027	61	39	924	391	119	147	125	873	434	112	168
Henderson		5,164	.0027	2,066	.0039	81	56	1,141	558	61	71	81	289	581	1,567	...
Henry		56,448	.0294	3,550	.0286	99	102	10,467	3,342	4,787	2,159	2,219	12,711	3,619	9,226	1,443
Kewanee		26,535	.0138		.0117	108	128	5,643	1,371	3,541	1,764	1,209	6,554	1,478	2,884	873
Iroquois		35,898	.0186	3,485	.0182	94	96	5,888	3,226	2,175	884	1,037	5,380	2,824	7,953	710
Watseka		11,993	.0062		.0041	132	200	2,333	841	466	699	436	3,212	419	1,002	296
Jackson		42,259	.0220	3,551	.0208	93	98	9,014	3,106	2,193	2,802	2,443	10,422	3,570	3,757	1,071
Carbondale-Herrin-Murphysboro		*52,015*	*.0271*		*.0212*	*112*	*143*	*10,995*	*2,914*	*2,873*	*4,014*	*3,648*	*14,606*	*5,858*	*3,979*	*1,349*
Carbondale		20,588	.0107		.0090	118	141	4,239	1,099	805	1,642	1,185	5,670	1,788	754	567
Murphysboro		17,066	.0089		.0063	111	156	3,520	1,139	878	1,106	1,243	4,752	1,113	2,607	387
Jasper		7,643	.0039	2,194	.0048	72	58	1,814	351	652	255	223	885	835	1,393	109
Jefferson		35,251	.0183	3,013	.0185	87	86	7,352	1,928	4,696	1,370	1,838	8,635	3,154	2,804	830
Mount Vernon		29,843	.0155		.0120	115	149	5,511	1,707	3,877	1,340	1,656	8,186	2,867	1,860	759
Jersey		14,275	.0074	2,974	.0074	79	79	3,269	992	719	445	646	3,129	1,250	1,885	409
Jerseyville		12,706	.0066		.0043	110	169	2,752	485	666	445	646	3,129	913	1,814	409
Jo Daviess		23,305	.0122	3,478	.0117	90	94	4,165	2,764	906	260	695	3,814	1,537	3,293	416
Johnson		6,046	.0031	2,748	.0029	67	72	1,276	441	478	190	216	1,342	1,482	318	93
Kane	28	245,274	.1274	4,915	.1180	118	128	54,384	17,976	37,796	12,841	16,892	44,641	16,232	18,881	9,200
Aurora		102,950	.0535		.0446	132	158	24,464	5,851	16,784	6,991	5,228	20,047	6,220	4,561	4,594
4 Elgin		79,232	.0412		.0341	121	147	15,562	4,257	18,315	3,936	3,611	15,367	3,802	4,692	2,805
St. Charles		15,155	.0079		.0067	146	172	3,281	1,417	415	713	298	3,952	2,032	1,779	542
Kankakee	215	99,114	.0515	4,610	.0479	96	103	22,555	8,029	10,848	4,508	5,775	18,329	7,276	11,082	2,324
△Kankakee		68,917	.0358		.0235	142	216	15,883	4,196	9,691	4,261	5,028	14,536	4,127	4,919	1,763
Kendall		12,526	.0065	3,386	.0070	96	89	3,964	818	500	62	515	2,079	892	1,465	256
Knox	298	74,613	.0388	4,122	.0356	109	118	15,161	5,463	7,917	4,374	4,687	14,469	5,256	6,321	2,436
△Galesburg		56,700	.0295		.0242	119	145	11,331	3,658	7,612	4,141	4,304	11,968	3,473	2,829	2,277
Lake	28	295,077	.1532	4,127	.1815	118	100	72,283	28,454	30,935	17,006	12,591	50,818	23,275	25,691	9,719
Waukegan		94,555	.0491		.0401	140	171	20,729	6,850	17,796	9,230	6,871	14,831	5,431	3,566	3,478
Highland Park		40,288	.0209		.0223	168	157	8,623	497	3,466	2,786	2,416	12,262	1,790	4,313	1,299
Lake Forest		15,997	.0083		.0079	152	160	4,386	354	1,550	1,068	590	3,783	635	1,044	1,162
Libertyville		16,317	.0085		.0067	156	198	2,813	870	581	924	435	5,618	1,060	2,043	626
3 Barrington																
La Salle		135,164	.0703	4,198	.0665	109	115	29,538	14,555	11,743	8,689	7,416	25,312	7,872	14,051	4,453
La Salle-Peru-Oglesby		*59,950*	*.0308*		*.0188*	*116*	*129*	*8,481*	*6,190*	*2,594*	*5,856*	*2,917*	*8,866*	*1,816*	*5,071*	*1,065*
6 Streator		29,278	.0152		.0125	119	145	7,301	2,241	2,943	2,404	1,581	5,719	1,834	2,128	712
Ottawa		34,661	.0180		.0142	133	168	7,193	2,895	4,630	2,123	2,107	6,748	1,768	3,123	1,890
La Salle		29,500	.0153		.0104	135	199	5,694	5,033	2,017	2,494	2,080	7,298	1,184	1,548	776
Lawrence		23,052	.0119	3,659	.0108	92	102	5,210	1,848	1,574	707	1,418	3,267	3,107	3,146	681
Lee		36,183	.0188	3,547	.0207	94	85	7,556	3,171	3,110	1,883	1,359	7,427	2,718	4,458	968
Dixon		25,491	.0132		.0106	134	167	5,160	1,988	2,680	1,768	1,046	5,830	1,624	1,932	834
Livingston		42,465	.0221	3,932	.0215	100	103	8,767	2,984	2,738	1,657	1,300	8,224	2,788	8,282	868
Pontiac		16,793	.0087		.0065	123	164	3,141	938	1,411	1,184	736	3,229	641	2,639	455
6 Streator																
Logan		29,655	.0154	3,370	.0169	87	79	6,650	2,321	2,140	1,258	1,643	5,655	3,009	3,913	894
Lincoln		20,196	.0105		.0092	95	108	4,700	1,427	1,850	1,174	1,440	4,951	1,762	1,167	461
McDonough		40,385	.0210	4,388	.0174	102	124	6,450	1,902	3,209	1,617	1,893	7,459	2,109	5,230	886
Macomb		27,743	.0144		.0093	137	212	3,194	1,056	2,485	1,474	1,344	5,007	1,041	2,303	723
McHenry		92,348	.0479	5,130	.0404	117	139	21,416	8,450	5,555	2,870	3,539	20,176	6,633	13,222	2,715
Woodstock		19,245	.0100		.0072	153	213	4,679	652	2,427	949	1,426	3,757	1,274	1,547	364
Crystal Lake		20,076	.0104		.0064	156	254	5,180	1,403	556	497	746	6,375	913	3,472	604
McLean	183	101,787	.0529	3,914	.0529	107	107	20,403	6,455	11,430	6,859	5,255	16,256	8,748	10,311	3,188
△Bloomington		69,803	.0363		.0290	131	164	13,468	4,312	9,489	6,432	4,148	12,937	4,685	5,359	2,803
Bloomington-Normal		*76,150*	*.0396*		*.0353*	*122*	*137*	*15,077*	*4,977*	*9,598*	*6,597*	*4,698*	*13,251*	*5,115*	*5,738*	*2,895*
Macon	38	155,957	.0810	4,332	.0743	111	121	32,975	12,959	23,194	8,966	8,050	32,204	11,034	9,512	3,405
▲Decatur		141,745	.0736		.0562	130	170	30,549	11,476	22,610	8,966	7,544	31,127	8,517	6,009	3,347
Macoupin		39,369	.0205	2,895	.0220	90	84	10,407	3,293	1,850	1,218	1,474	9,072	3,370	5,593	808
Madison	124	229,804	.1193	3,481	.1272	101	95	64,302	20,500	17,936	12,017	11,899	44,874	18,141	19,195	9,755
Alton		64,273	.0334		.0264	126	160	16,703	3,959	8,008	5,384	5,184	12,453	2,966	3,827	1,788
Granite City		44,804	.0233		.0231	107	108	14,102	3,518	3,174	2,059	2,042	9,711	3,386	3,476	1,249
Edwardsville		17,044	.0089		.0073	120	146	4,004	1,048	978	1,158	716	3,472	1,202	2,179	773
7 Collinsville		22,284	.0116		.0093	118	147	6,008	2,164	906	1,121	573	6,064	1,388	1,984	759
Wood River		17,870	.0093		.0084	120	133	4,084	1,224	1,033	1,388	988	5,416	1,264	1,073	667
Marion		48,838	.0254	3,585	.0243	97	101	10,861	3,171	4,465	2,578	2,559	9,557	5,128	5,103	1,779
1 Centralia		28,615	.0149		.0105	130	184	5,955	1,505	2,940	1,911	1,469	6,938	2,027	3,103	1,316
Salem		11,755	.0061		.0047	118	153	2,643	666	891	600	874	2,046	1,611	955	388

1 Centralia is in Clinton and Marion Counties.
3 Barrington is in Cook and Lake Counties.
4 Elgin is in Cook and Kane Counties.
6 Streator is in LaSalle and Livingston Counties.
7 Collinsville is in Madison and St. Clair Counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures, read foreword, page 11.
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*Old Indian word for Peoria area meaning "Land of Plenty"

Illinois' 2nd Big Market

Pimiteoui*

Metropolitan Peoria leads all Illinois areas, except Chicago, in:

POPULATION	NET EFFECTIVE BUYING INCOME	TOTAL RETAIL SALES
274,500	$529,503,000	$355,701,000

(Sales Management, Survey of Buying Power, May, 1957)

And Peoria Journal Star saturates the area with:

- 98% daily circulation ratio-to-homes coverage (metro. area)
- 100,000-plus circulation (to 20 counties)
- low-premium R.O.P. full color 7 days a week, electric-eye controlled



Peoria Journal Star

affiliated with WTVH Ward-Griffith Co., National Reps.

ILLINOIS COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956														The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.
		Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Marshall		12,398	.0064	3,179	.0071	96	88	2,093	1,157	806	178	321	2,478	956	3,361	338
Mason		19,083	.0100	3,894	.0091	105	115	3,618	1,928	1,173	381	419	2,821	1,786	3,523	404
Massac		13,248	.0068	2,819	.0065	78	79	2,588	1,014	534	735	609	3,426	1,162	1,615	416
Metropolis		11,414	.0059		.0040	100	148	2,220	665	426	735	609	3,265	785	1,226	346
Menard		8,003	.0042	2,964	.0047	92	82	1,802	663	263	158	114	1,764	423	1,974	193
Mercer		13,486	.0070	2,893	.0067	88	71	2,443	780	885	167	555	2,553	1,170	2,308	323
Monroe		15,435	.0080	3,859	.0075	95	101	2,705	1,240	1,887	157	337	3,632	845	1,818	186
Montgomery		30,928	.0161	3,032	.0160	89	90	7,445	2,457	1,008	1,653	1,416	7,173	2,293	4,751	660
Morgan		45,888	.0238	4,635	.0209	100	114	7,475	2,983	3,923	3,015	1,877	11,000	2,744	4,484	897
Jacksonville		35,413	.0184		.0150	105	129	5,721	2,199	3,611	2,919	1,642	9,763	2,009	2,334	768
Moultrie		13,840	.0072	3,549	.0072	98	98	2,451	632	614	392	872	1,858	1,017	2,998	182
Ogle		39,044	.0203	3,649	.0202	101	102	7,965	2,867	1,292	1,569	1,245	8,045	2,976	6,848	781
Peoria	108	264,970	.1376	4,584	.1287	116	125	49,896	20,448	47,586	16,635	17,585	51,206	16,984	15,613	8,903
▲Peoria		221,285	.1150		.0929	134	166	41,210	15,416	44,871	15,467	15,934	42,523	13,016	8,135	8,135
Perry		13,061	.0068	2,073	.0069	74	89	3,338	864	999	767	743	2,464	1,450	1,346	474
Piatt		12,633	.0066	3,081	.0074	97	87	2,555	896	295	161	205	1,939	961	3,714	302
Pike		17,424	.0090	2,640	.0097	82	76	3,707	1,032	783	789	955	2,714	1,558	2,913	359
Pope		3,197	.0017	2,131	.0018	64	61	785	144	176	30	58	1,224	218	321	68
Pulaski		5,011	.0026	1,139	.0049	58	31	1,267	518	645	51	62	1,200	357	478	152
Putnam		2,459	.0013	2,049	.0018	78	57	629	627	125	29	...	84	253	278	40
Randolph		24,458	.0127	2,983	.0143	82	73	6,183	2,176	2,028	1,019	1,374	5,415	2,289	2,499	981
Richland		19,363	.0100	3,123	.0099	91	92	3,788	938	1,489	931	678	3,909	2,020	3,260	614
Olney		16,953	.0088		.0066	116	154	3,147	881	1,569	900	816	3,333	1,805	3 036	446
Rock Island	38	166,416	.0865	3,674	.0933	107	99	39,842	18,723	19,003	8,329	6,870	31,228	11,814	10,423	6,712
Rock Island-Moline-East Moline		*148,979*	*.0775*		*.0745*	*117*	*191*	*36,678*	*18,857*	*18,390*	*8,107*	*6,810*	*29,819*	*9,756*	*6,655*	*5,589*
▲Rock Island		64,226	.0334		.0337	113	112	15,099	6,874	7,446	3,872	2,760	12,933	4,068	2,433	2,533
▲Moline		68,870	.0358		.0321	128	143	16,125	6,000	10,177	3,571	3,172	15,295	4,759	2,030	2,349
East Moline		15,884	.0083		.0087	96	91	5,354	2,383	787	664	678	1,588	909	2,092	507

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

ILLINOIS — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwrs. ($000)	Drugs ($000)
St. Clair	124	237,610	.1234	3,394	.1304	96	90	80,223	25,338	20,886	12,622	12,440	44,441	18,144	17,514	6,889
East St. Louis		130,668	.0679		.0547	105	130	34,264	12,776	13,056	7,389	6,076	25,230	8,794	6,352	3,920
Belleville		64,589	.0336		.0284	112	133	14,034	5,458	6,328	4,402	5,816	12,607	4,896	5,472	3,107
7 Collinsville																
Saline		30,186	.0157	2,875	.0161	88	84	7,150	812	2,514	1,853	1,718	7,892	3,132	2,588	922
Harrisburg		17,538	.0091		.0073	112	140	3,912	452	1,368	1,564	1,130	4,803	1,924	1,127	660
Sangamon	141	195,726	.1017	4,311	.0930	112	123	37,669	18,651	27,921	12,695	12,272	31,151	14,626	17,638	7,361
▲Springfield		170,438	.0885		.0684	131	170	32,438	15,095	26,635	12,617	12,060	28,711	11,373	12,030	6,898
Schuyler		6,700	.0038	2,233	.0039	76	69	1,852	389	471	130	142	882	673	1,526	130
Scott		6,178	.0032	2,942	.0034	89	84	926	301	198	239	36	2,167	424	1,008	74
Shelby		15,829	.0082	2,111	.0106	79	80	3,221	860	939	588	260	3,610	1,389	2,782	366
Stark		6,716	.0035	2,583	.0046	94	71	1,545	507	100	174	247	1,222	380	1,666	153
Stephenson		58,276	.0303	4,104	.0276	105	115	10,287	3,816	6,089	4,488	3,225	11,754	3,019	7,449	1,395
Freeport		49,086	.0255		.0188	126	171	8,811	3,115	5,741	4,336	2,971	10,818	2,381	4,293	1,220
Tazewell	165	90,731	.0471	3,323	.0525	101	91	27,822	9,129	6,141	2,571	3,219	15,857	6,502	9,986	1,749
Pekin		38,965	.0202		.0183	120	133	10,194	2,214	3,830	1,774	1,903	8,003	2,138	2,899	909
East Peoria		16,887	.0088		.0080	108	119	7,613	2,194	1,432	72	222	537	2,155	1,153	65
Union		13,484	.0070	2,540	.0076	67	61	3,006	580	507	727	529	3,509	1,230	1,396	286
Vermilion	195	113,141	.0588	3,575	.0563	104	108	25,652	7,962	14,189	6,399	6,345	20,644	7,964	10,845	4,089
△Danville		76,047	.0395		.0304	124	161	16,102	4,572	12,709	5,796	5,240	15,243	3,865	3,660	3,431
Wabash		15,512	.0080	3,372	.0088	99	92	3,411	1,043	887	688	903	3,868	1,356	1,904	285
Mount Carmel		13,839	.0072		.0066	110	120	3,045	897	867	688	832	3,746	1,080	1,630	265
Warren		24,699	.0128	3,087	.0140	93	85	4,873	1,128	1,432	749	1,474	5,887	1,501	4,735	469
Monmouth		18,670	.0097		.0075	115	149	3,755	899	1,297	715	1,192	4,953	1,094	3,161	377
Washington		18,178	.0095	4,131	.0074	93	119	2,495	1,270	1,071	217	285	1,313	851	1,511	185
Wayne		16,688	.0087	2,196	.0107	76	82	2,945	959	1,814	573	594	4,083	2,003	1,813	310
Fairfield		11,109	.0058		.0042	117	161	2,095	459	572	573	509	3,563	1,011	1,202	208
White		23,459	.0121	3,609	.0111	93	101	4,861	1,393	1,589	964	1,526	4,906	2,491	3,190	640
Carmi		14,055	.0073		.0051	134	192	2,280	631	940	533	1,213	3,945	917	2,006	457
Whiteside		64,983	.0338	3,913	.0313	109	108	15,550	4,603	4,758	3,879	2,509	11,329	5,099	9,813	1,518
Sterling-Rock Falls		*38,134*	*.0198*		*.0166*	*111*	*138*	*9,954*	*2,368*	*4,088*	*3,516*	*1,844*	*7,879*	*3,856*	*8,196*	*1,107*
Sterling		29,946	.0156		.0114	136	186	6,974	1,418	3,939	3,190	1,358	7,162	1,572	1,246	753
Will	28	182,595	.0948	3,987	.0971	104	101	44,993	16,738	22,709	9,935	8,077	27,172	16,796	16,094	6,345
Joliet		133,712	.0695		.0511	139	189	33,467	9,239	21,945	9,325	6,931	20,638	8,880	7,694	5,068
Williamson		41,372	.0215	2,523	.0230	81	75	10,409	2,334	3,369	2,522	3,037	8,853	3,522	3,460	1,161
Herrin		14,361	.0075		.0059	105	134	3,236	676	1,190	1,266	1,214	4,184	937	618	395
Marion		17,338	.0090		.0072	101	127	4,177	919	1,494	996	1,573	3,948	1,429	1,170	510
See Carbondale-Herrin-Murphysboro																

7 Collinsville is in Madison and St. Clair Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.

© SM, 1957.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their other command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study *both* the *Survey* data and the advertisements.

★ Remarkable Rockford

AT THE TOP IN ILLINOIS



No. 1 city in Illinois (outside Chicago). The phenomenal growth of this great area can mean sales for you. Rockford is 34th in the USA in expendable income . . . 36th in buying power . . . 13th in total postal savings . . . and 2nd largest machine tool center in the world. Rockford's population is continuing to grow, and industries continuing to expand. You can get complete coverage of this remarkable Rockford market. Rockford's daily newspapers give from 30% to more than 100% in coverage in over 100 towns in 13 counties thru home delivery. *Full color press facilities available.*

134,488 CITY ZONE
441,222 A.B.C. RETAIL TRADING ZONE

Rockford, Illinois
BIG, and Still Growing

ROCKFORD MORNING STAR
Rockford Register-Republic

REPRESENTED NATIONALLY BY BURKE, KUIPERS & MAHONEY, INC.

ILLINOIS COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.													
		Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Winnebago	120	255,494	.1327	4,459	.1251	117	124	51,612	23,158	30,900	16,391	18,322	45,902	16,207	25,560	8,051
▲Rockford		220,714	.1147		.0936	136	167	43,738	17,655	29,080	16,213	17,193	43,329	12,350	18,730	7,622
Woodford		29,911	.0156	4,464	.0137	105	120	4,102	1,672	641	2,214	825	7,251	2,019	7,401	365
Total Above Cities		10,043,533	5.2181		4.9370	128	135	2,092,446	851,375	1,847,709	808,290	521,878	1,699,917	491,661	495,304	333,126
State Total		12,262,239	6.3699	4,175	6.4785	115	113	2,628,337	1,092,416	1,954,302	860,728	592,003	2,022,046	712,738	850,144	383,856

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

WROK

We Merchandise

Remarkable Rockford's Greatest Salesman

FULL TIME...NEWSPAPER OWNED JOHN DIXON, Gen. Mgr. H-R, Nat'l. Reps.

For special data on national sales potentials in many fields, see pages 205-208.

ILLINOIS

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Bloomington	183	101,787	.0529	3,914	.0529	107	107	20,403	8,455	11,430	6,859	5,255	16,256	8,748	10,311	3,188
△Champaign-Urbana	190	131,806	.0685	3,970	.0815	110	92	24,989	9,678	19,977	6,651	5,560	23,989	10,319	14,012	4,509
Chicago	28	8,524,689	4.4282	4,492	4.5716	125	121	1,637,873	794,397	1,616,009	686,918	407,622	1,281,747	425,836	406,706	283,258
△Danville	195	113,141	.0588	3,875	.0563	104	108	25,682	7,962	14,189	6,399	6,348	20,644	7,984	10,845	4,099
Davenport-Rock Island-Moline	36	331,491	.1722	4,118	.1698	109	111	71,211	30,311	46,092	18,455	15,798	58,961	22,770	23,482	11,202
Decatur	38	155,957	.0810	4,332	.0743	111	121	32,975	12,959	23,194	8,968	8,050	32,204	11,034	9,512	3,406
△Galesburg	208	74,613	.0388	4,122	.0356	109	118	15,161	6,463	7,917	4,374	4,687	14,489	5,256	6,321	2,436
△Kankakee	215	99,114	.0515	4,610	.0479	96	103	22,555	8,029	10,848	4,509	5,775	18,329	7,276	11,082	2,324
Peoria	105	355,701	.1847	4,180	.1812	112	114	77,118	28,577	53,727	19,206	20,804	66,863	23,486	25,511	10,552
△Quincy	248	71,874	.0374	3,297	.0378	94	93	15,960	6,698	10,328	3,983	4,885	10,325	3,437	7,045	2,632
Rockford	120	255,494	.1327	4,459	.1251	117	124	51,512	23,158	30,900	16,391	18,322	45,602	16,207	25,560	8,081
Springfield	141	195,726	.1017	4,311	.0930	112	123	37,689	18,651	27,921	12,695	12,272	31,151	14,626	17,638	7,361
Total Above Areas		10,411,353	5.4084	4,427	5.5270	122	119	2,233,096	952,834	1,872,532	795,405	515,376	1,620,520	556,959	589,997	343,037

INDIANA —

(Other East North Central States: Illinois, Michigan, Ohio, Wisconsin.)

Map, page 350

NUMBER OF OUTLETS

City	County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Anderson	Madison	52.8	649	98	124	29	64	58	32	77	39	24
Auburn	De Kalb	6.4	110	19	19	11	10	10	12	5	10	3
Bedford	Lawrence	14.0	247	48	35	19	23	17	20	23	23	8
Bloomington	Monroe	38.3	339	64	58	14	33	24	27	42	20	10
Bluffton	Wells	6.6	121	22	14	13	11	8	11	12	13	3
Brazil	Clay	9.5	178	43	30	7	12	15	14	22	10	6
Columbia City	Whitley	5.1	115	22	15	9	8	14	8	14	9	4
Columbus	Bartholomew	21.5	358	64	58	22	21	26	44	44	24	10
Connersville	Fayette	17.8	223	38	31	11	17	24	18	20	10	6
Crawfordsville	Montgomery	14.6	227	34	38	15	17	14	15	26	16	8
Crown Point	Lake	7.8	116	17	13	13	9	6	12	9	8	1
Decatur	Adams	8.4	143	29	20	10	10	7	11	15	16	3
East Chicago	Lake	56.8	617	167	171	17	63	21	18	40	23	17
Elkhart	Elkhart	40.1	505	95	80	28	42	35	41	59	31	13
Elwood	Madison	11.9	148	26	23	5	12	10	15	26	10	3
Evansville	Vanderburgh	141.5	1,465	326	351	98	104	81	68	143	70	57
Fort Wayne	Allen	145.9	1,427	235	298	110	111	81	63	156	65	63
Frankfort	Clinton	16.2	213	39	34	17	22	13	14	27	15	5
Franklin	Johnson	8.1	128	24	21	5	9	9	11	15	10	4
Gary	Lake	169.4	1,521	402	346	67	128	86	45	145	60	46
Goshen	Elkhart	13.8	209	36	25	14	17	16	16	28	13	6
Greencastle	Putnam	8.1	118	15	18	3	9	12	12	18	8	4
Greenfield	Hancock	9.2	108	23	11	1	10	10	7	17	10	3
Greensburg	Decatur	7.3	149	19	18	14	15	9	16	15	20	4
Hammond	Lake	105.5	857	173	178	49	77	50	43	84	53	28
Hartford City	Blackford	7.4	120	25	16	8	9	7	12	12	10	4
Hobart	Lake	16.0	107	23	17	5	7	7	6	19	5	3
Huntington	Huntington	16.1	243	41	38	20	31	16	20	33	16	5
Indianapolis	Marion	448.0	4,624	905	933	374	260	268	228	478	223	268
Jeffersonville	Clark	18.5	230	73	31	15	7	14	13	22	15	7
Kendallville	Noble	6.7	104	14	19	5	11	10	9	13	9	4
Kokomo	Howard	44.4	493	90	85	40	48	32	37	42	35	11
La Porte	La Porte	22.9	311	55	49	17	29	22	25	46	17	9
Lafayette	Tippecanoe	39.9	459	49	88	38	54	30	19	47	28	22
Lebanon	Boone	10.2	148	18	28	14	11	12	10	20	14	4
Logansport	Cass	22.2	354	47	68	17	38	24	27	41	24	9
Madison	Jefferson	10.9	195	35	25	15	23	17	15	23	19	4
Marion	Grant	34.4	438	65	82	36	37	34	34	58	26	10
Martinsville	Morgan	6.6	123	29	13	4	10	7	12	21	7	3
Michigan City	La Porte	32.0	381	75	84	30	33	19	23	40	19	11
Mishawaka	St. Joseph	37.1	370	79	66	30	20	22	22	50	20	13
Muncie	Delaware	70.9	732	128	142	44	74	62	46	89	34	21
New Albany	Floyd	33.5	405	105	62	30	27	26	20	52	19	14
New Castle	Henry	20.6	253	52	35	15	25	18	21	26	19	8
Noblesville	Hamilton	7.3	148	17	21	12	16	9	17	15	12	3
Peru	Miami	14.0	242	41	40	14	19	16	20	32	17	7
Plymouth	Marshall	7.6	151	20	18	9	17	10	13	24	15	3
Portland	Jay	7.7	157	22	25	12	14	10	14	23	10	3
Princeton	Gibson	9.5	167	39	24	9	10	13	12	26	13	3
Richmond	Wayne	43.2	554	81	94	47	51	33	39	49	48	19
Rochester	Fulton	6.4	118	14	13	13	13	7	12	18	14	4
Rushville	Rush	7.4	128	23	18	6	9	7	8	15	16	3
Seymour	Jackson	11.8	191	40	29	8	17	15	18	21	11	4
Shelbyville	Shelby	12.9	193	36	29	12	14	13	14	14	21	7
South Bend	St. Joseph	134.9	1,375	274	278	99	112	80	48	159	73	47
Terre Haute	Vigo	79.7	951	215	212	55	61	45	54	105	42	37
Valparaiso	Porter	13.6	198	42	31	13	15	16	14	22	16	5
Vincennes	Knox	19.0	337	77	49	17	29	21	22	35	24	11
Wabash	Wabash	12.4	177	41	24	13	16	13	12	21	11	7
Warsaw	Kosciusko	8.1	172	22	23	10	16	15	15	25	16	9
Washington	Daviess	11.5	185	40	28	7	23	11	14	25	17	4
West Lafayette	Tippecanoe	14.9	82	12	21	2	5	4	6	13	3	3
Whiting	Lake	9.4	189	53	51	14	17	16	5	6	10	6
Winchester	Randolph	5.7	121	14	19	11	11	12	13	9	10	3

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Before using these figures, read foreword, page 11.



Buying Power Is Up 4.5% in The RICHMOND, INDIANA Market to a New High of $362,281,983 *

1956 RETAIL SALES $237,464,498 *

*Sales Management 1956 Estimates

The Richmond Market Is Covered by

THE PALLADIUM-ITEM

Circulation 28,348 (June, 1956, ABC)

National Representative—Ward-Griffith Co., Inc.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Adams		23.2	.0138	6.7	8.4	33,724	.0118	1,454	5,033	7.2	4,681	22.8	7.3	28.2	20.2	38.9	40.8	8.6	15.0	3.5	16.7
Decatur		8.4	.0050	2.6		14,567	.0051	1,734	5,603	3.0	4,875	22.1	6.7	25.9	18.0	38.5	40.9	9.4	15.7	4.1	18.7
Allen	51	210.1	.1244	65.2	160.8	423,789	.1494	2,017	6,499	78.1	5,571	18.8	5.0	21.9	13.2	41.0	38.1	12.1	17.8	6.2	25.9
▲Fort Wayne		145.9	.0864	46.0		314,583	.1108	2,156	6,839	55.9	5,631	19.0	5.0	21.7	13.0	40.4	37.2	12.4	18.0	6.5	26.8
Bartholomew		44.4	.0263	13.6	24.0	68,690	.0235	1,502	4,940	14.9	4,486	29.0	9.7	29.8	22.4	29.4	34.1	7.9	14.5	3.9	19.3
Columbus		21.5	.0127	6.8		37,043	.0131	1,723	5,448	8.0	4,651	26.8	8.6	29.6	21.5	30.7	34.1	8.6	15.1	4.3	20.7
Benton		10.9	.0065	3.2		18,860	.0065	1,712	5,831	3.7	5,024	24.1	7.1	29.6	19.9	32.5	33.5	8.1	13.2	5.7	26.3
Blackford		13.4	.0079	4.1	7.6	20,158	.0071	1,504	4,917	4.7	4,258	26.6	9.3	32.6	25.9	31.6	38.4	6.4	12.2	2.8	14.2
Hartford City		7.4	.0044	2.5		11,450	.0040	1,547	4,580	2.6	4,332	24.4	8.4	33.7	26.2	32.5	38.9	6.5	12.3	2.9	14.3
Boone		25.8	.0153	8.3	10.2	44,222	.0156	1,714	5,328	9.5	4,655	25.3	8.1	29.8	21.5	32.4	36.1	8.4	14.7	4.1	19.8
Lebanon		10.2	.0060	3.2		18,795	.0066	1,843	5,873	4.1	4,603	26.5	8.6	29.5	21.6	31.9	35.9	8.1	14.3	4.0	19.6
Brown		5.5	.0033	1.5		5,509	.0020	1,002	3,673	1.6	3,376	44.7	19.7	28.5	28.5	21.3	32.7	3.7	8.9	1.8	10.2
Carroll		16.6	.0098	5.2	2.8	25,950	.0091	1,573	4,990	5.9	4,393	27.9	9.5	31.5	24.1	30.0	35.4	7.0	13.1	3.6	17.9
Cass		41.0	.0242	12.2	22.2	62,675	.0221	1,529	5,137	14.1	4,449	26.8	9.0	28.6	21.8	33.2	38.7	8.2	15.1	3.2	15.6
Logansport		22.2	.0132	7.3		38,967	.0137	1,755	5,338	8.7	4,487	26.6	8.8	27.8	21.0	33.9	39.1	8.4	15.2	3.3	15.9
Clark	84	59.5	.0353	17.5	32.4	82,028	.0289	1,379	4,687	18.6	4,415	26.3	8.9	27.2	20.6	35.6	41.8	8.1	15.1	2.8	13.6
Jeffersonville		18.5	.0110	5.7		28,361	.0100	1,533	4,976	6.6	4,319	26.9	9.3	27.3	21.2	35.4	42.5	7.9	14.9	2.5	12.1
Clay		24.2	.0143	8.0	9.5	35,807	.0126	1,480	4,476	8.7	4,130	31.0	11.2	31.4	25.7	28.5	35.7	6.1	12.0	3.0	15.4
Brazil		9.5	.0056	3.1		14,445	.0051	1,521	4,660	3.6	4,055	30.5	11.2	31.4	26.1	29.7	37.9	5.9	11.8	2.5	13.0
Clinton		31.2	.0185	10.1	16.2	51,444	.0181	1,649	5,093	10.9	4,719	24.2	7.6	28.6	20.4	34.3	37.7	8.9	15.4	4.0	18.9
Frankfort		16.2	.0096	5.3		27,594	.0097	1,703	5,206	5.8	4,755	23.3	7.3	27.4	19.3	36.2	39.5	9.3	16.0	3.8	17.9
Crawford		9.1	.0054	2.8		8,373	.0030	920	3,220	3.1	2,726	55.7	30.4	29.2	36.1	12.5	23.7	1.9	5.6	.7	4.2
Daviess		27.7	.0164	8.2	11.5	35,679	.0128	1,288	4,351	9.2	3,899	36.7	14.0	31.3	27.0	23.5	31.2	5.6	11.7	2.9	16.1
Washington		11.5	.0068	3.8		17,851	.0063	1,552	4,698	4.4	4,065	34.5	12.7	31.3	25.8	25.0	31.9	5.9	11.9	3.3	17.7
Dearborn		29.9	.0189	7.9	10.4	40,192	.0141	1,494	5,068	8.5	4,713	24.6	7.8	27.0	19.3	35.1	38.6	9.8	16.4	3.8	17.9
Decatur		18.9	.0112	5.6	7.3	27,385	.0097	1,447	4,885	6.6	4,167	34.4	12.3	31.5	25.4	24.4	30.4	5.9	11.6	3.8	20.3
Greensburg		7.3	.0043	2.3		12,160	.0043	1,666	5,287	2.8	4,324	32.1	11.1	31.4	24.4	26.2	31.4	6.2	11.7	4.1	21.4
De Kalb		27.7	.0164	8.8	11.0	42,024	.0148	1,517	4,887	9.5	4,422	27.1	9.1	27.1	20.7	34.9	40.9	7.8	14.4	3.1	14.9
Auburn		6.4	.0038	2.1		11,437	.0040	1,787	5,446	2.4	4,854	23.1	7.1	25.9	17.9	38.4	41.0	8.3	14.0	4.3	20.0

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.



There's more money and more business in

MUNCIE
INDIANA

Let's take a look at the Important Drug Classification Local Advertising linage for the 1st 9 months of 1956

The Muncie Star 304,106 lines—12th place*
Muncie Evening Press 302,528 lines—29th place*
*compiled by Media Records

And take a look at Retail Sales—

City of Muncie $99,282,000*

Per family $5,320

This is 43.4% above the state average.

Make it a point this year and every year to include Muncie's unusually high buying power in your advertising plans.

Muncie's a Moneymaking Market !

THE MUNCIE STAR - THE MUNCIE EVENING PRESS
THE MUNCIE SUNDAY STAR

Combined Circulation 49,348***—Sunday 30,852***—Represented Nationally—Kelly Smith Company

**Sales Management Survey 1957 ***ABC Audit Report Ending June 30, 1956

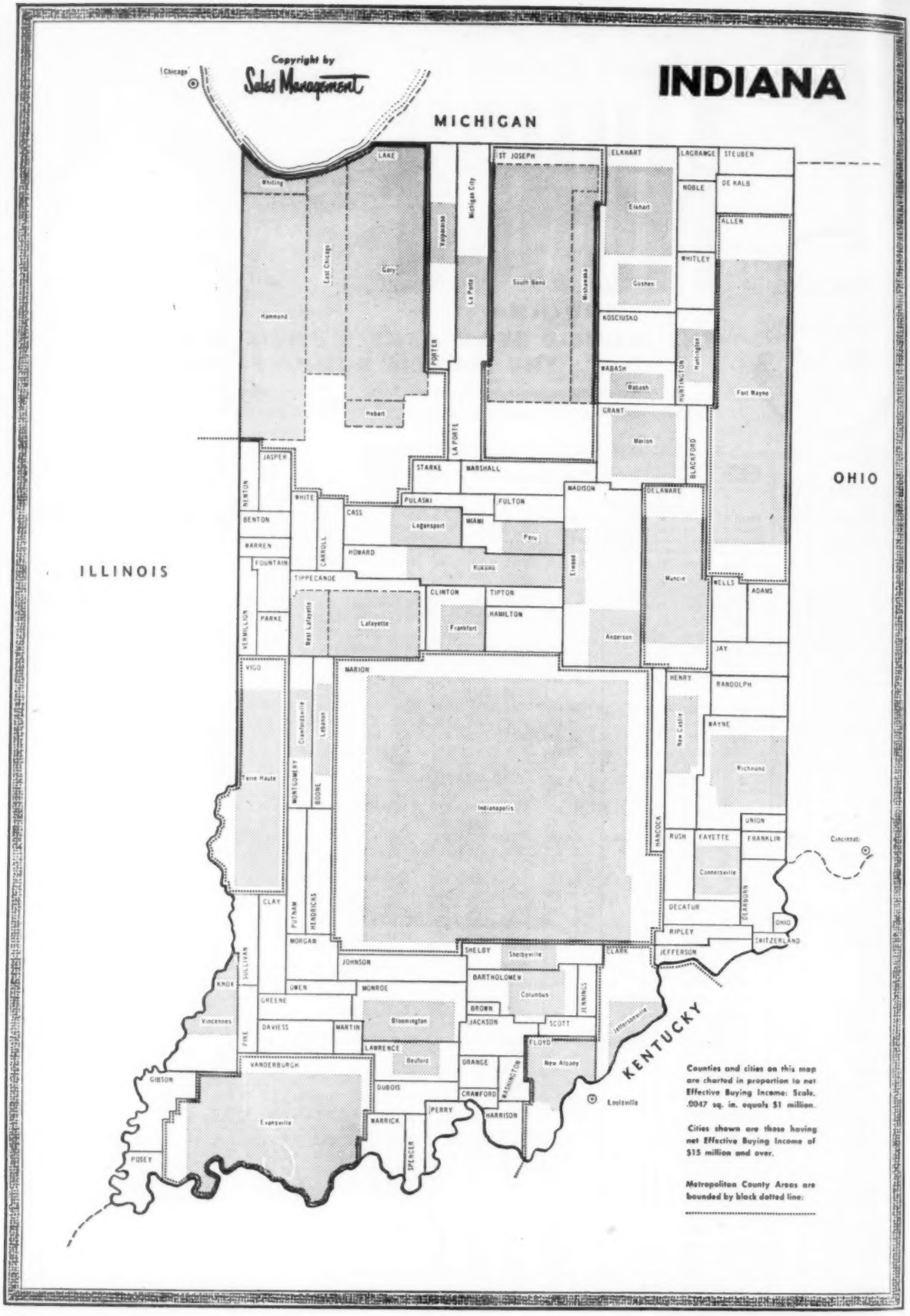
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

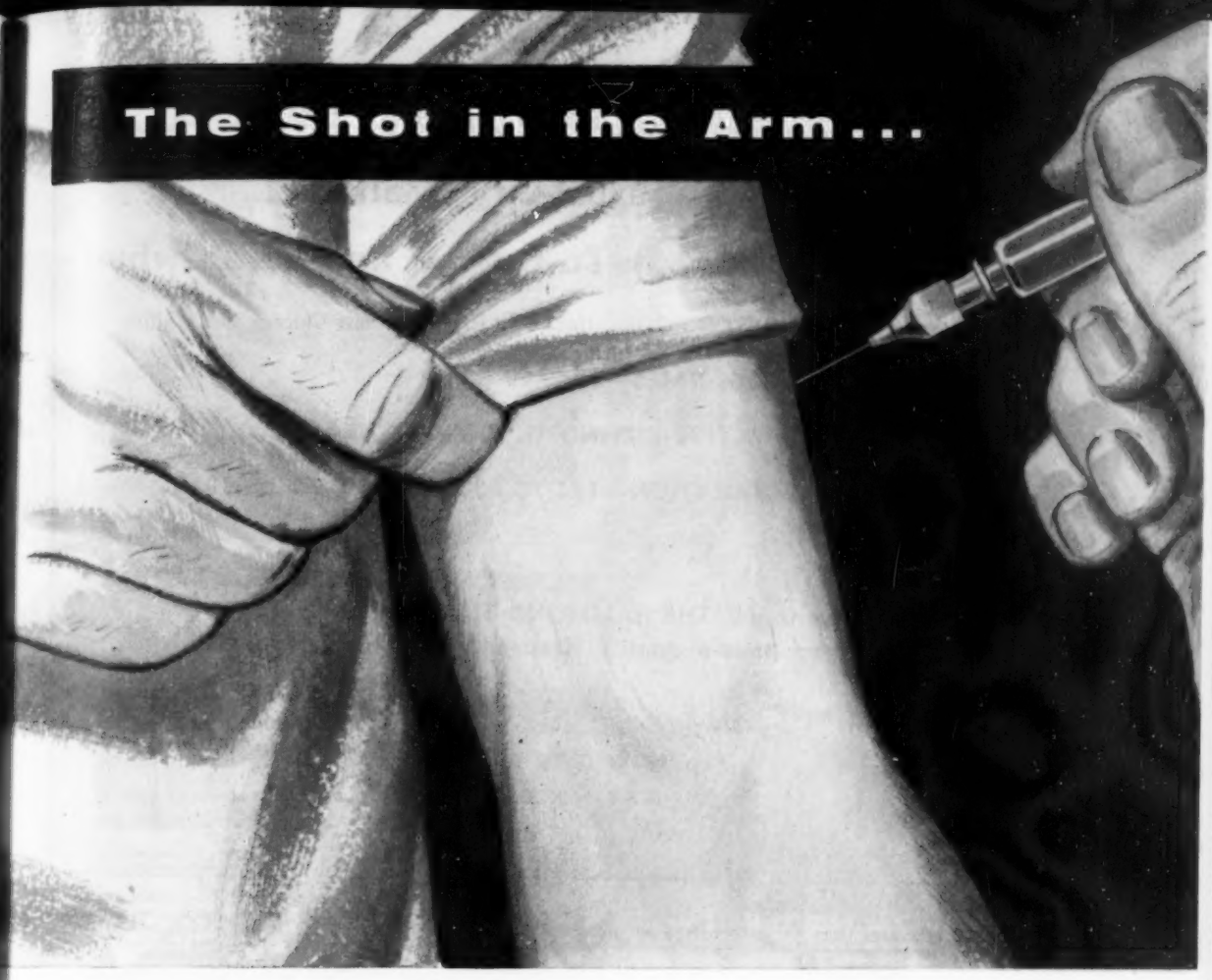
INDIANA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Delaware	95	108.1	.0641	33.8	78.7	192,938	.0680	1,785	5,708	39.7	4,863	24.2	7.4	24.0	16.6	37.8	40.3	9.8	16.4	4.2	19.3
▲Muncie		70.9	.0420	22.5		136,789	.0482	1,929	6,080	28.2	4,854	24.9	7.6	23.9	16.7	37.2	39.7	9.7	16.3	4.3	19.7
Dubois		25.1	.0149	6.9	9.9	33,914	.0119	1,351	4,915	8.1	4,206	27.8	9.9	33.4	26.7	29.4	36.2	6.5	12.7	2.9	14.8
Elkhart	199	95.5	.0565	29.9	59.7	183,350	.0646	1,920	6,132	34.0	5,394	21.0	5.8	22.7	14.2	39.0	37.5	11.4	17.2	5.9	25.3
△Elkhart		40.1	.0238	13.0		88,014	.0310	2,195	6,770	15.5	5,685	19.7	5.2	20.3	12.0	40.5	36.9	12.8	18.4	6.7	27.5
Goshen		13.8	.0082	4.4		27,993	.0099	2,028	6,362	5.7	4,928	25.1	7.6	25.5	17.4	35.6	37.4	8.8	14.7	5.0	22.9
Fayette		26.9	.0160	7.9	17.9	46,015	.0162	1,711	5,825	9.3	4,954	25.1	7.5	25.8	17.5	35.4	37.1	8.5	14.1	5.2	23.8
Connersville		17.8	.0105	5.5		33,464	.0118	1,880	6,084	6.7	5,010	24.0	7.2	25.7	17.3	36.4	37.6	8.7	14.1	5.2	23.8
Floyd	84	51.1	.0302	15.9	37.1	80,799	.0285	1,581	5,082	17.0	4,758	24.2	7.6	27.8	19.6	35.0	38.2	8.8	15.1	4.2	19.6
New Albany		33.5	.0198	10.8		55,351	.0195	1,652	5,125	11.6	4,776	23.9	7.5	27.8	19.6	35.1	38.1	9.0	15.3	4.2	19.5
Fountain		17.6	.0105	5.8	3.9	25,927	.0091	1,473	4,470	6.1	4,243	31.5	11.0	31.2	24.8	27.3	33.4	6.5	12.4	3.5	18.4
Franklin		17.3	.0102	4.6	2.7	18,695	.0066	1,081	4,064	5.2	3,592	40.4	16.7	30.9	29.1	22.2	32.0	4.3	9.8	2.2	12.4
Fulton		16.8	.0100	5.3	5.4	24,922	.0088	1,483	4,702	5.9	4,211	31.3	11.1	30.4	24.3	26.5	35.1	8.5	12.5	3.3	17.0
Rochester		5.4	.0032	1.6		9,351	.0033	1,732	5,844	2.2	4,247	31.7	11.1	29.3	23.3	29.2	35.6	6.3	12.1	3.5	17.9
Gibson		30.7	.0182	9.6	13.0	42,977	.0151	1,400	4,477	10.3	4,178	32.3	11.8	28.2	22.7	29.8	36.6	7.0	13.7	3.0	15.5
Princeton		9.5	.0056	3.2		14,473	.0051	1,523	4,533	3.6	4,037	32.9	12.1	28.8	24.1	29.2	37.5	6.6	13.4	2.5	12.9
Grant	228	68.1	.0403	20.8	44.8	103,636	.0366	1,522	4,983	23.8	4,348	28.5	9.8	29.6	22.8	31.6	37.7	7.0	13.1	3.3	16.6
△Marion		34.4	.0204	11.3		58,253	.0205	1,693	5,155	13.1	4,460	27.5	9.2	29.7	22.4	32.0	37.1	7.2	13.2	3.6	18.1
Greene		26.7	.0158	8.9	8.7	33,696	.0118	1,262	3,786	9.5	3,547	39.4	16.6	31.1	29.5	22.7	33.1	5.1	11.7	1.7	9.1
Hamilton		31.1	.0184	9.8	7.3	51,834	.0183	1,667	5,289	10.7	4,853	25.6	7.9	28.1	19.4	32.3	34.5	9.1	15.3	4.9	22.9
Noblesville		7.3	.0043	2.2		12,300	.0043	1,685	5,591	2.6	4,649	23.5	7.5	29.8	21.0	35.4	39.5	8.7	15.2	3.6	16.8
Hancock		22.3	.0132	7.2	9.2	34,911	.0123	1,566	4,849	7.3	4,778	25.0	7.8	26.5	18.7	34.5	37.4	9.9	16.9	4.1	19.2
Greenfield		9.2	.0055	3.1		16,375	.0058	1,780	5,282	3.4	4,799	24.6	7.6	27.8	19.5	33.2	35.8	10.2	17.4	4.2	19.7
Harrison		18.7	.0111	5.2		22,219	.0078	1,188	4,273	6.0	3,732	37.6	15.0	33.7	30.4	21.1	29.4	5.0	10.8	2.6	14.4
Hendricks		41.9	.0248	12.6	9.4	73,484	.0259	1,754	5,832	14.2	5,189	24.9	7.2	23.2	15.0	35.2	35.1	11.0	17.4	5.7	25.3
Henry		50.1	.0297	14.9	20.6	82,341	.0290	1,644	5,526	16.5	4,995	20.6	6.2	27.5	18.5	37.5	38.9	9.7	15.9	4.5	20.5
New Castle		20.6	.0122	6.9		39,364	.0139	1,911	5,705	7.5	5,275	19.5	5.2	26.0	16.6	39.6	38.9	10.6	16.5	5.3	22.8
Howard	216	61.4	.0364	19.0	44.4	109,337	.0386	1,781	5,755	21.7	5,048	20.3	6.0	27.2	18.2	33.3	39.3	9.5	15.4	4.7	21.1
△Kokomo		44.4	.0263	13.6		80,703	.0284	1,818	5,934	16.0	5,053	19.8	5.9	27.0	17.8	39.0	40.0	9.6	15.6	4.6	20.7
Huntington		32.9	.0195	10.5	16.1	50,892	.0178	1,541	4,826	11.6	4,386	28.7	9.8	29.9	22.9	31.1	36.9	6.9	13.0	3.4	17.4
Huntington		16.1	.0095	5.2		27,206	.0096	1,690	5,232	6.1	4,479	27.1	9.0	29.3	22.0	32.7	37.8	7.3	13.4	3.6	17.8
Jackson		29.4	.0174	8.9	11.8	36,675	.0130	1,247	4,121	9.5	3,878	34.1	13.1	31.7	27.5	26.3	35.2	5.5	11.5	2.4	12.7
Seymour		11.8	.0070	3.7		17,997	.0063	1,525	4,864	4.3	4,146	30.8	11.1	31.9	25.8	27.9	34.9	6.4	12.6	3.0	15.6
Jasper		18.8	.0111	5.4	4.6	27,857	.0098	1,482	5,159	6.8	4,230	35.5	12.8	29.2	23.1	24.4	29.9	7.0	13.6	3.9	20.9
Jay		23.3	.0138	7.5	10.2	34,367	.0121	1,475	4,582	8.9	4,273	27.9	9.7	29.9	23.6	32.9	39.9	6.4	12.2	2.9	14.6
Portland		7.7	.0046	2.5		14,243	.0050	1,850	5,607	3.1	4,665	25.0	8.0	27.4	19.8	35.7	39.6	8.0	14.0	3.9	18.6
Jefferson		23.1	.0137	6.4	10.9	28,473	.0100	1,233	4,449	7.8	3,648	42.1	17.2	30.6	28.3	20.4	29.0	4.1	9.1	2.8	16.4
Madison		10.9	.0065	3.6		15,556	.0055	1,427	4,321	4.1	3,784	39.3	15.5	32.0	28.4	21.7	29.7	3.9	8.4	3.1	18.0
Jennings		16.2	.0096	4.1	3.7	15,006	.0053	926	3,660	4.4	3,419	42.7	18.6	30.6	30.1	21.0	31.8	3.9	9.3	1.8	10.2
Johnson		36.3	.0215	11.1	17.8	59,876	.0211	1,649	5,394	12.9	4,641	27.1	8.7	26.9	19.6	33.2	37.1	8.8	15.4	4.0	19.2
Franklin		8.1	.0048	2.5		14,387	.0051	1,776	5,755	3.3	4,349	31.3	10.7	25.9	20.1	30.7	38.6	8.9	16.7	3.2	15.9
Knox		44.3	.0263	13.9	24.4	65,229	.0230	1,472	4,693	18.4	4,229	30.7	10.9	30.9	24.7	28.5	34.9	6.6	12.7	3.3	16.9
Vincennes		19.0	.0113	6.2		31,389	.0111	1,652	5,063	7.2	4,353	28.9	9.9	29.8	23.0	31.0	36.9	6.9	13.0	3.4	17.3

SM Standard (▲) and Potential (△) Metropolitan County Areas.

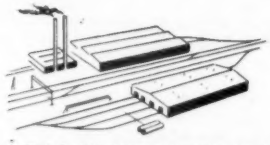
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Before using these figures, read foreword, page 11.

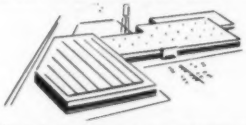

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DECATUR
RIPLEY
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SWITZERLAND
OHIO
FRANKLIN
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0047 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:



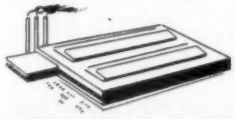
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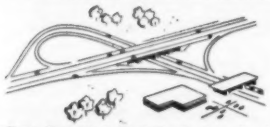
New N.Y.C. Electronic Freight Yard—$14,000,000 development program amplifies Elkhart's position on western terminus of New York Central operations. Unmistakable pronouncement of this area as a vital distribution center.



Bendix Aviation Corporation—Providing continuous employment to 12,000, a $4,400,000 expansion of the Guided Missile Section is in progress.



Rockwell Spring and Axle Co.—One of 34 newly located industries, this nearly completed $11,000,000 plant is creating hundreds of jobs for skilled workers and new opportunities for suppliers.



Indiana East-West Toll Road—An estimated 50,000 vehicles monthly enter South Bend from this recently completed super highway. Efficient movement of persons and goods makes this Michigan-Indiana shopping center more accessible.

New Industries, New Employment Bring Increased Income To Prosperous South Bend - Elkhart Market!

The nation's 64th television market, **South Bend-Elkhart** is an area undergoing a period of dramatic and resurgent industrial growth. In South Bend, Indiana's second largest market, 34 new industries have recently located and 63 existing plants are expanding. Total labor force has swelled to over 94,000.

Purchasing power parallels this ascending economy. The South Bend Metropolitan area ranks tenth highest nationally in per family income ($7,234) and highest in Indiana. Each week **South Bend - Elkhart** families carry home over a million dollars in groceries . . . just a portion of $316,000,000 they spend annually for all types of consumer goods. Customers buy from nearly 3,000 retail outlets prospering in the **South Bend - Elkhart** market, the third most important wholesale center in the state. These recognized facts offer proof of the vigor and vitality of **South Bend - Elkhart.**

Source: Sales Management "Survey of Buying Power", May 10, 1956.

This is the market . . . we deliver it!

WNDU and WNDU-TV

The Notre Dame Stations • South Bend – Elkhart

Represented nationally by Edward Petry & Co., Inc.



HAMMOND-EAST CHICAGO

"Dual-City" Market . . . .

*"Ready-To-Buy". . . and here's why:

A.B.C. CITY ZONE (Including Hammond, East Chicago and Whiting):

RETAIL SALES—$248,373,000

EFFECTIVE BUYING INCOME—$373,464,000

POPULATION—171,700 . . . 49,500 HOUSEHOLDS

Source: Sales Management, May 10, 1957

$7,551. effective buying income PER FAMILY

Whatever you have to sell, THE HAMMOND TIMES can sell it for you in the concentrated, sales-responsive Hammond-East Chicago market!



NOW OVER 54,000 A.B.C. CIRCULATION!

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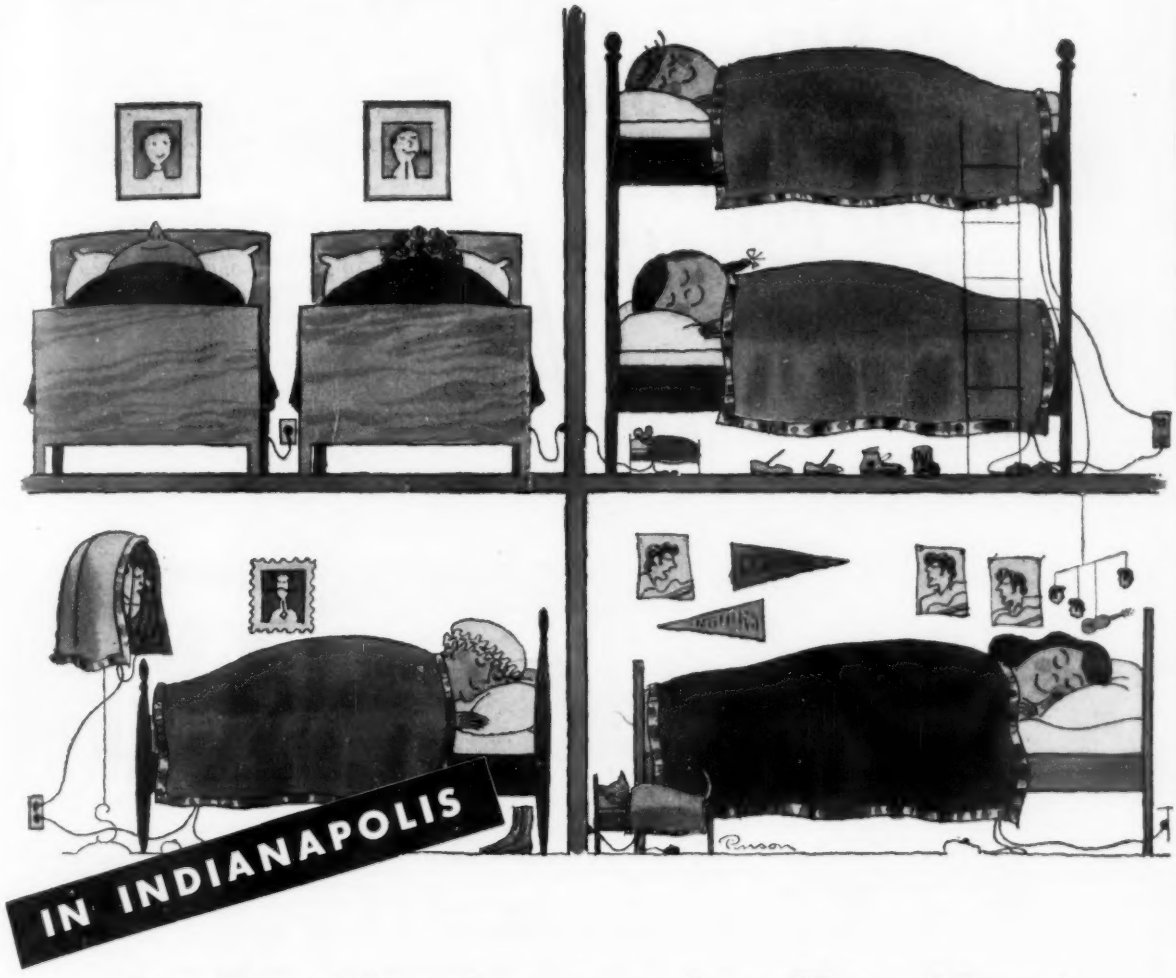
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
		Income Breakdown of Consumer Spending Units																			
Kosciusko		35.0	.0207	11.1	8.1	82,741	.0186	1,507	4,751	11.9	4,432	29.8	10.0	30.2	22.9	29.2	34.2	6.8	12.6	4.0	20.3
Warsaw		8.1	.0048	2.6		13,295	.0047	1,641	5,113	3.0	4,460	27.6	9.2	28.2	21.3	33.3	38.7	7.4	13.6	3.5	17.2
Lagrange		16.0	.0095	4.4		19,541	.0069	1,221	4,441	5.0	3,891	32.5	12.4	30.7	26.7	28.8	38.3	8.0	12.5	2.0	10.1
Lake	28	467.0	.2786	134.6	441.0	961,256	.3387	2,058	7,142	161.0	5,969	14.8	3.6	19.8	11.1	44.8	38.9	13.9	19.1	7.9	27.3
Hammond-East Chicago		*168.5*	*.0961*	*48.6*		*358,131*	*.1349*	*2,172*	*7,464*												
Gary		169.4	.1004	48.7		358,195	.1262	2,114	7,355	61.9	5,790	15.9	4.1	21.6	12.5	43.8	38.3	13.1	18.5	6.6	26.6
Hammond		105.5	.0625	31.1		231,492	.0816	2,194	7,443	35.4	6,356	12.4	3.9	16.3	8.6	47.8	39.0	15.6	20.1	7.9	29.4
East Chicago		56.8	.0336	15.5		121,003	.0426	2,130	7,807	21.3	5,689	15.0	3.9	22.4	13.3	43.5	39.6	13.0	18.6	6.1	24.6
Whiting		9.4	.0056	2.8		20,969	.0074	2,231	7,489	3.1	6,871	11.0	2.4	15.0	7.3	47.3	35.7	16.9	20.1	9.8	34.5
Crown Point		7.8	.0046	2.4		14,436	.0051	1,851	6,015	2.5	5,868	18.1	4.6	20.2	11.4	42.6	37.7	11.7	16.4	7.4	29.9
Hobart		16.0	.0095	4.4		28,306	.0100	1,769	6,433	4.7	6,000	12.2	3.0	15.7	8.8	51.3	44.3	14.6	19.9	6.2	24.0
La Porte		89.9	.0533	28.8	54.9	147,861	.0521	1,645	5,517	28.5	5,195	19.4	5.6	24.4	15.7	41.0	40.9	10.3	16.2	4.9	21.6
Michigan City		32.0	.0190	8.9		49,437	.0174	1,545	5,555	9.8	5,055	19.3	5.7	24.8	16.5	41.4	42.4	10.2	18.5	4.3	18.9
La Porte		22.9	.0136	7.8		45,724	.0161	1,997	5,862	8.5	5,363	18.5	5.1	23.8	15.0	41.5	40.1	10.7	16.3	5.5	23.5
Lawrence		35.6	.0211	10.9	17.4	47,770	.0168	1,342	4,383	11.9	4,012	30.9	11.5	32.1	27.0	28.6	36.9	5.9	12.0	2.5	12.6
Bedford		14.0	.0083	4.5		22,888	.0081	1,635	5,086	5.1	4,508	27.6	9.1	28.7	21.4	32.3	37.1	7.7	13.9	3.7	18.5
Madison	171	117.4	.0695	38.9	72.3	207,603	.0732	1,768	5,626	40.8	5,087	20.3	5.9	22.8	15.0	41.8	42.4	11.2	18.0	4.3	18.7
△Anderson		52.8	.0313	17.4		103,852	.0366	1,967	5,969	20.3	5,111	20.3	5.9	22.1	14.5	41.6	42.2	11.8	18.8	4.2	18.6
Elwood		11.9	.0070	3.7		19,694	.0069	1,655	5,323	4.2	4,744	21.4	6.7	24.8	17.7	41.6	45.4	8.9	15.3	3.3	14.9
Marion	88	624.9	.3702	197.5	589.0	1,359,099	.4789	2,175	6,882	237.8	5,716	19.5	6.1	23.2	13.6	37.6	34.1	12.6	18.1	7.1	29.1
▲Indianapolis		448.0	.2654	142.6		996,394	.3511	2,224	6,987	176.9	5,633	20.3	5.3	23.6	14.2	37.0	34.0	12.3	17.8	6.9	28.7
Marshall		32.5	.0193	10.0	10.7	58,265	.0205	1,793	5,827	11.5	5,058	24.3	7.2	25.8	17.0	34.8	35.4	10.2	16.5	5.3	23.9
Plymouth		7.6	.0045	2.4		15,633	.0055	2,057	6,514	2.8	5,548	19.4	5.2	23.5	14.2	35.9	36.4	11.8	17.4	6.4	26.8
Martin		10.7	.0063	3.1		11,784	.0041	1,099	3,795	3.4	3,492	38.2	15.5	38.1	34.8	23.2	34.8	3.0	7.1	1.5	8.3
Miami		29.4	.0174	9.5	14.0	48,425	.0171	1,647	5,096	10.6	4,548	27.4	9.0	27.7	20.6	33.2	37.8	7.9	14.1	3.8	18.5
Peru		14.0	.0083	4.7		25,381	.0089	1,813	5,400	5.4	4,721	24.7	7.8	25.8	18.4	36.9	40.5	8.7	15.1	3.9	18.3
Monroe		56.9	.0331	14.7	38.3	94,456	.0333	1,660	6,426	25.3	3,733	44.7	17.6	25.7	23.2	21.3	29.6	5.2	11.4	3.1	18.0
Bloomington		38.3	.0227	9.4		80,553	.0284	2,103	8,569	21.8	3,688	40.1	18.6	25.2	23.0	20.5	28.8	5.1	11.4	3.1	18.2
Montgomery		31.4	.0188	10.1	14.6	52,716	.0188	1,679	5,219	11.7	4,510	29.5	9.8	27.2	20.3	31.3	35.9	8.1	14.7	3.9	19.3
Crawfordsville		14.6	.0086	4.7		27,348	.0096	1,873	5,819	6.0	4,531	29.9	9.8	25.5	19.0	32.3	37.0	8.4	15.1	3.9	19.1
Morgan		33.6	.0199	10.3	6.8	42,574	.0160	1,267	4,133	10.9	3,923	33.3	12.6	31.1	26.8	27.1	35.8	6.2	12.6	2.3	12.0
Martinsville		6.8	.0040	2.3		9,777	.0034	1,438	4,251	2.4	4,150	28.6	10.3	31.9	25.8	29.2	36.5	7.9	15.5	2.4	11.9

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



they Buy More because they Have More!

● As you see, our people are not prone to have cold feet . . . when sleeping or spending! In fact, the Federal Reserve Bank of Chicago, in its latest annual report, calls us Indiana's "boom town" . . . and predicts that *this* boom is here to stay. How right they are! Our average income per family is 39.3% above the national level* . . . and our general merchandise sales are a stratospheric 82.6% above the national average! So whether you're selling bed warmers or bottle warmers, consider these facts about our great and growing market:

▶ It's BIG.

▶ It's STEADY . . . a balance between industry and agriculture that assures a stable market.

▶ You get SATURATION COVERAGE of the metropolitan area, plus an effective bonus coverage of the 44 surrounding counties in The Indianapolis Star and The Indianapolis News. *Write for complete market and circulation data.*

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KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

*Sales Management, Survey of Buying Power, May 10, 1956



THE INDIANAPOLIS STAR

YOUR FIRST TEAM FOR SALES IN INDIANA

THE INDIANAPOLIS NEWS

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CBS... A CBS BASIC OPTIONAL STATION

SOUTH BEND, IND. CHANNEL 34

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Newton		11.2	.0067	3.4		18,610	.0065	1,662	5,474	4.0	4,674	28.1	9.0	29.1	20.9	30.2	33.5	7.9	13.8	4.7	22.8
Noble		29.9	.0159	8.1	6.7	38,159	.0135	1,419	4,711	8.6	4,412	27.6	9.3	30.2	23.1	31.6	37.1	7.1	13.2	3.5	17.3
Kendallville		6.7	.0040	2.2		11,925	.0042	1,780	5,420	2.6	4,656	25.9	8.3	28.8	20.8	33.7	37.5	7.3	12.9	4.3	20.5
Ohio		4.3	.0026	1.2		5,450	.0019	1,267	4,542	1.5	3,682	34.9	14.1	32.0	29.2	26.6	37.5	4.9	10.9	1.6	8.3
Orange		16.3	.0096	4.9	2.5	18,530	.0065	1,137	3,782	5.6	3,323	47.8	21.4	31.3	31.6	15.3	23.9	3.2	8.0	2.4	15.1
Owen		11.3	.0067	3.5		12,576	.0044	1,113	3,593	3.7	3,430	42.6	18.5	29.0	28.4	22.7	34.2	4.1	9.9	1.6	9.0
Parke		15.0	.0089	4.7		19,129	.0068	1,275	4,070	5.3	3,626	36.8	15.1	32.1	29.9	25.1	35.8	4.2	9.4	1.8	9.8
Perry		17.5	.0104	5.0	5.9	19,406	.0068	1,109	3,881	5.4	3,577	36.8	15.3	31.9	30.0	25.1	36.4	4.7	10.7	1.5	7.6
Pike		14.0	.0083	4.4	2.9	17,177	.0061	1,227	3,904	4.9	3,511	39.8	16.9	30.9	29.5	23.1	34.2	4.5	10.5	1.7	8.9
Porter		48.7	.0288	13.9	19.1	83,495	.0294	1,714	6,007	17.2	4,862	27.9	8.6	21.3	14.7	36.4	38.8	9.7	16.3	4.7	21.6
Valparaiso		13.6	.0081	3.9		28,520	.0100	2,097	7,313	6.4	4,435	34.5	11.6	21.7	16.4	31.6	36.9	8.2	15.2	4.0	19.9
Posey		19.8	.0117	6.0	6.2	25,933	.0091	1,310	4,322	6.1	4,262	34.2	12.0	27.5	21.7	27.8	33.8	6.7	12.8	3.8	19.7
Pulaski		13.3	.0079	3.9		20,818	.0074	1,565	5,338	4.3	4,801	29.6	9.2	31.8	22.3	24.6	26.5	8.2	14.0	5.8	28.0
Putnam		23.7	.0141	6.8	8.1	31,414	.0110	1,326	4,620	9.4	3,339	45.6	20.3	27.4	27.7	21.5	33.4	3.9	9.5	1.6	9.1
Greencastle		8.1	.0048	1.9		14,936	.0053	1,844	7,861	4.7	3,160	51.9	24.5	24.0	25.6	18.6	30.5	3.9	10.1	1.6	9.3
Randolph		27.7	.0164	9.0	9.4	41,170	.0145	1,486	4,574	9.9	4,159	27.8	10.0	30.0	24.1	33.3	41.5	6.6	13.0	2.3	11.4
Winchester		5.7	.0034	1.9		9,922	.0035	1,741	5,222	2.2	4,498	22.7	7.5	28.9	21.6	36.9	42.5	8.8	16.0	2.7	12.4
Ripley		19.4	.0115	6.9	3.3	23,200	.0082	1,196	3,932	6.2	3,714	39.7	15.9	31.1	28.2	21.5	30.0	5.1	11.2	2.6	14.7
Rush		20.4	.0120	6.1	7.4	31,119	.0110	1,525	5,101	6.6	4,689	28.6	8.5	30.1	21.6	29.9	33.0	9.0	15.7	4.4	21.2
Rushville		7.4	.0044	2.2		13,245	.0047	1,790	6,020	2.7	4,843	25.2	7.8	29.1	20.2	31.8	34.1	9.0	15.2	4.9	22.7
St. Joseph	139	245.1	.1452	72.9	198.1	544,949	.1920	2,223	7,475	91.0	5,987	20.1	5.0	18.2	9.2	41.3	35.7	14.8	20.2	7.6	29.9
South Bend-Mishawaka		*178.0*	*.1019*	*58.9*		*396,630*	*.1398*	*2,308*	*7,498*												
▲South Bend		134.9	.0799	41.1		319,510	.1128	2,368	7,774	50.4	6,338	17.8	4.2	15.5	8.3	42.2	34.5	15.8	20.3	8.7	32.7
Mishawaka		37.1	.0220	11.8		77,126	.0272	2,079	6,536	13.3	5,842	16.9	4.3	17.4	10.1	44.1	39.1	15.2	21.2	6.4	25.3
Scott		14.3	.0085	4.4	7.5	16,702	.0059	1,168	3,796	4.6	3,635	36.8	15.1	35.3	32.7	21.3	30.3	4.4	9.9	2.2	12.0
Shelby		30.6	.0181	9.7	12.9	48,161	.0170	1,574	4,965	10.8	4,447	27.6	9.3	29.5	22.3	31.4	36.6	8.0	14.7	3.5	17.1
Shelbyville		12.9	.0076	4.3		22,214	.0078	1,722	5,166	5.0	4,470	27.0	9.0	29.7	22.3	31.7	36.8	8.1	14.9	3.5	17.9
Spencer		13.1	.0078	3.7		15,539	.0054	1,196	4,199	4.6	3,398	44.9	19.7	30.7	30.4	18.3	27.9	4.0	9.6	2.1	12.4
Starke		17.9	.0106	5.3	3.6	24,827	.0088	1,387	4,684	5.8	4,251	34.8	12.1	28.7	21.2	28.4	34.6	6.6	12.7	3.7	19.4
Steuben		16.2	.0096	4.9	4.9	24,823	.0087	1,532	5,068	6.4	3,866	36.8	14.9	30.2	28.4	23.0	30.8	4.9	10.3	3.1	17.8

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

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*Sales Management, Nov. 10, 1956

The South Bend Tribune



The South Bend, Ind. Market: 7 Counties, 1/2 Million People

Franklin D. Schurz — *Editor and Publisher*

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

INDIANA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Sullivan		18.5	.0110	6.1	4.4	24,669	.0087	1,333	4,044	6.2	3,640	40.5	16.6	31.6	29.3	21.2	30.2	4.1	9.2	2.6	14.7
Switzerland		6.7	.0039	2.0		7,455	.0027	1,113	3,728	2.4	3,082	47.2	22.8	30.1	32.9	19.1	32.2	2.6	7.0	1.0	5.1
Tippecanoe	218	85.0	.0504	23.9	54.8	161,191	.0568	1,896	6,744	37.3	4,318	37.3	12.9	24.4	19.1	26.8	31.9	7.4	13.9	4.3	22.2
Lafayette-West Lafayette		*54.8*	*.0324*	*15.7*		*111,471*	*.0392*	*2,054*	*7,100*												
△Lafayette		39.9	.0236	12.6		71,074	.0250	1,781	5,641	15.1	4,711	28.5	9.0	24.7	17.7	33.8	37.1	9.6	14.9	4.4	21.3
West Lafayette		14.9	.0088	3.1		40,397	.0142	2,711	13,031	9.9	4,067	47.3	17.3	23.7	19.7	17.7	22.5	6.4	12.8	4.9	27.7
Tipton		16.0	.0095	4.7	5.8	23,147	.0081	1,447	4,925	5.2	4,439	26.8	9.0	30.5	23.2	32.0	37.3	7.2	13.3	3.5	17.2
Union		5.7	.0033	1.6		8,781	.0031	1,537	5,475	1.9	4,516	26.8	8.8	28.7	21.4	33.2	38.1	7.7	14.0	3.8	17.7
Vanderburgh	47	182.9	.1084	56.9	160.1	325,444	.1147	1,779	5,720	84.5	5,045	23.5	8.9	25.7	17.2	36.3	37.2	9.3	15.1	5.2	23.6
▲Evansville		141.5	.0838	44.3		263,615	.0929	1,863	5,951	52.5	5,023	23.9	7.1	25.8	17.2	35.8	37.0	9.3	15.1	5.2	23.6
Vermillion		18.9	.0112	6.3	8.4	23,543	.0083	1,246	3,737	6.3	3,748	38.7	15.4	29.7	26.7	24.5	33.9	4.8	9.9	2.5	14.1
Vigo	149	107.0	.0634	34.9	94.9	189,106	.0666	1,767	5,419	41.3	4,575	29.7	9.7	26.2	19.3	31.8	36.0	8.1	14.4	4.2	20.6
▲Terre Haute		79.7	.0472	27.0		153,023	.0539	1,920	5,668	33.4	4,577	29.7	9.7	26.2	19.2	31.9	36.1	8.0	14.4	4.2	20.6
Wabash		31.0	.0183	9.6	15.8	45,760	.0161	1,476	4,767	10.6	4,335	29.4	10.1	28.3	21.9	32.5	38.9	6.5	12.3	3.3	16.8
Wabash		12.4	.0073	4.0		20,078	.0071	1,619	5,020	4.4	4,562	25.0	8.2	28.4	20.9	36.1	41.0	6.9	12.4	3.6	17.5
Warren		8.1	.0048	2.5		12,952	.0046	1,599	5,181	2.9	4,493	27.5	9.1	35.3	26.4	26.4	30.5	6.3	11.5	4.5	22.5
Warrick		23.4	.0139	7.1	5.7	30,381	.0107	1,298	4,279	7.7	3,970	35.7	13.4	28.8	24.5	27.4	35.7	5.2	10.7	2.9	15.7
Washington		16.9	.0100	5.0	3.3	19,270	.0068	1,140	3,854	5.4	3,568	42.8	17.8	31.3	29.3	19.3	27.9	3.9	8.9	2.7	16.1
Wayne	251	77.5	.0459	23.4	48.2	131,828	.0464	1,701	5,634	27.2	4,854	23.9	7.4	26.4	18.3	36.4	38.8	8.8	14.8	4.5	20.7
△Richmond		43.2	.0256	13.6		80,372	.0283	1,860	5,910	16.1	4,988	22.4	6.7	26.2	17.7	37.3	38.7	9.3	15.2	4.8	21.7
Wells		19.8	.0117	6.2	6.6	30,163	.0107	1,523	4,865	6.7	4,517	28.7	8.8	29.2	21.7	32.6	37.4	7.9	14.3	3.6	17.8
Bluffton		6.6	.0039	2.2		11,498	.0041	1,742	5,226	2.5	4,585	27.1	8.8	28.7	21.1	32.9	37.1	7.2	12.9	4.1	20.1
White		18.4	.0109	5.9	3.8	28,403	.0100	1,544	4,814	6.2	4,545	28.7	9.4	28.3	21.0	30.9	35.2	8.0	14.3	4.1	20.1
Whitley		20.0	.0119	6.4	5.1	29,201	.0103	1,460	4,563	6.6	4,412	27.4	9.2	27.9	21.5	34.0	39.9	7.5	13.8	3.2	15.6
Columbia City		5.1	.0030	1.8		9,145	.0032	1,793	5,081	2.0	4,552	26.0	8.3	27.7	20.0	33.8	37.7	8.5	15.0	4.0	19.0
Total Above Cities		2271.1	1.3454	706.3		4,571,438	1.6106	2,013	6,472	870.9	5,249	22.6	6.4	23.7	15.2	37.2	36.7	10.9	17.0	5.6	24.7
State Total		4,411.5	2.6134	1344.4	2764.5	7,779,950	2.7414	1,764	5,787	1565.4	4,970	25.1	7.5	25.1	17.0	35.0	36.5	9.8	16.1	5.0	22.9

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11

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INDIANA

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1958 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Anderson	171	117.4	.0695	38.9	72.3	207,603	.0732	1,768	5,626
△Elkhart	199	95.5	.0565	29.9	59.7	183,350	.0646	1,920	6,132
Evansville	47	215.9	.1279	66.9	179.6	365,254	.1287	1,692	5,460
Fort Wayne	51	210.1	.1244	65.2	160.8	423,759	.1494	2,017	6,499
Indianapolis	66	624.9	.3702	197.5	569.0	1,359,099	.4789	2,175	6,882
△Kokomo	216	61.4	.0364	19.0	44.4	106,337	.0386	1,781	5,755
△Lafayette	218	85.9	.0504	23.9	54.8	181,191	.0568	1,896	6,744
△Marion	228	68.1	.0403	20.8	44.8	103,636	.03	661,522	4,983
Muncie	95	109.1	.0641	33.8	76.7	192,938	.06	801,785	5,708
△Richmond	251	77.5	.0459	23.4	48.2	131,828	.04	641,701	5,634
South Bend	139	245.1	.1452	72.9	198.1	544,949	.19	202,223	7,475
Terre Haute	149	107.0	.0634	34.9	94.9	189,106	.06	661,767	5,419
Total Above Areas		2,016.0	1.1942	625.1	1,603.3	3,972,050	1.39	981,970	6,354

RETAIL SALES — SM ESTIMATES, 1958

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		21,868	.0113	3,264	.0121	88	82	4,733	1,263	1,091	795	2,018	4,014	2,283	3,021	430
Decatur		13,160	.0068		.0056	112	136	2,892	898	821	558	1,044	2,489	1,238	1,869	305
Allen	51	276,199	.1435	4,236	.1426	115	115	45,118	21,430	53,454	18,439	15,111	55,378	18,797	16,187	8,638
▲Fort Wayne		242,200	.1258	•	.1104	128	146	38,558	19,020	50,091	18,203	13,715	51,400	14,107	11,123	7,793
Bartholomew		47,829	.0249	3,543	.0245	93	95	12,568	2,944	5,693	1,637	1,943	8,972	3,579	6,723	1,366
Columbus		43,638	.0227		.0159	125	179	11,105	2,330	5,292	1,772	1,881	8,673	2,973	6,279	1,277
Benton		14,478	.0075	4,823	.0068	105	115	2,843	940	418	113	854	3,046	1,254	3,301	219
Blackford		15,001	.0078	3,659	.0074	94	99	3,109	786	1,482	556	731	4,245	864	1,609	533
Hartford City		12,405	.0064		.0048	109	145	3,419	536	1,237	466	588	3,872	700	1,331	455
Boone		26,004	.0135	3,133	.0150	98	88	4,926	1,756	2,316	1,292	1,167	4,517	3,064	4,713	982
Lebanon		18,186	.0094		.0073	122	157	3,415	1,003	2,095	1,194	842	3,778	1,146	3,450	619
Brown		2,802	.0013	1,735	.0020	61	39	760	239	147	44	79	277	100	616	88
Carroll		19,390	.0101	3,729	.0095	97	103	3,993	942	1,039	344	447	4,244	1,576	2,732	385
Cass		44,881	.0233	3,677	.0229	95	96	8,846	2,945	4,361	3,575	2,187	7,963	3,473	4,961	1,388
Logansport		36,988	.0192		.0153	116	145	7,551	2,490	4,095	3,536	1,978	7,230	2,758	2,987	1,211
Clark	84	80,055	.0280	2,860	.0293	83	74	16,246	2,979	2,479	1,383	1,628	8,784	6,618	3,983	1,692
Jeffersonville		32,914	.0171		.0123	112	135	10,139	1,468	1,562	1,169	1,055	7,539	4,530	2,335	1,065
Clay		22,237	.0116	2,786	.0127	89	81	5,938	1,500	1,299	742	899	5,350	2,142	2,229	626
Brazil		16,843	.0087		.0063	113	156	4,466	1,201	1,017	665	764	4,831	1,505	907	513

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

in Elkhart
INDIANA

- 21,699 circulation (ABC) in a balanced market of highly paid workmen, well-to-do businessmen and prosperous muckland farmers. Metropolitan county area population: 95,500; city zone: 46,726.
- 1st in food sales among Indiana metro county areas . . . $881 per family.
- 3rd in retail sales per family . . . $4,193.
- 5th highest EBI per family . . . $6,132.
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NOTHING BUT THE
TRUTH
COVERS THIS BIG
$184,000,000*
Metropolitan Market

* Effective Buying Income. All data from S. M. Survey of Buying Power.

THE ELKHART TRUTH
an independent newspaper
JOHN F. DILLE, JR., Ed. & Pub.—L. E. FLECK, JR., Mgr. Gen. Adv.

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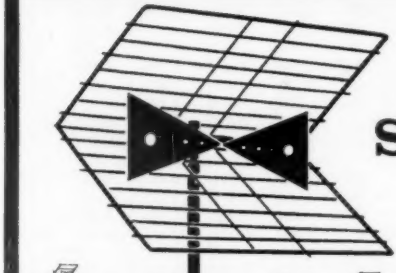
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- Covers a $554,000,000 Retail Sales Market.
- Balanced Industrial and Farm Coverage.
- 25 Daily Newscasts . . . 10 Local and State; 15 NBC National.
- Sports Coverage . . . 95 events per year originated locally; 125 network events.
- Ratings . . . morning, 54.3%; afternoon, 59.4%; evening, 42.3%.

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Pay less to sell the SOUTH BEND-ELKHART UHF* market on

"A" Time	WSJV	Station B	Station C
1 Hour	$300	$500	$400
½ Hour	$180	$300	$240
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E.R.P.	250,000 watts	185,000 watts	204,000 watts

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South Bend—Elkhart
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INDIANA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Clinton		33,907	.0176	3,357	.0160	97	95	7,154	2,630	2,813	1,741	1,651	5,709	2,474	4,436	906
Frankfort		26,835	.0139		.0109	114	145	5,403	1,997	2,556	1,741	1,367	5,322	1,964	2,179	803
Crawford		5,605	.0029	2,156	.0035	65	54	1,629	143	826	68	241	909	587	195	81
Daviess		22,371	.0116	2,728	.0130	79	71	4,920	1,491	1,475	1,348	1,160	3,885	1,925	4,013	587
Washington		17,833	.0093		.0073	107	137	3,669	1,063	1,198	1,301	1,119	3,173	1,400	2,944	496
Dearborn		23,172	.0121	2,933	.0139	87	76	6,652	2,087	1,134	1,036	1,430	4,349	2,536	1,671	786
Decatur		23,007	.0119	4,109	.0106	95	106	3,884	1,127	2,366	897	821	4,713	1,205	5,162	453
Greensburg		18,206	.0095		.0059	137	221	2,881	686	1,944	597	623	4,471	955	3,907	453
De Kalb		27,620	.0144	3,212	.0150	91	88	6,078	1,710	1,820	801	1,788	7,153	2,260	2,318	645
Auburn		12,016	.0062		.0046	121	163	2,935	716	1,290	468	802	3,492	373	1,003	312
Delaware	95	115,162	.0598	3,407	.0648	101	93	26,328	8,459	12,314	7,145	7,834	21,985	7,484	10,033	3,781
▲Muncie		99,282	.0516		.0480	114	123	24,122	7,063	11,977	6,954	6,874	18,751	6,428	5,762	3,435
Dubois		30,336	.0157	4,397	.0138	91	105	4,788	1,753	1,151	1,197	1,368	6,236	1,586	3,993	597
Elkhart	199	125,362	.0652	4,193	.0632	112	115	26,332	6,717	11,461	6,430	6,422	26,677	8,443	12,988	2,925
△Elkhart		68,202	.0354		.0309	130	149	15,463	4,328	7,968	4,178	2,767	15,154	4,445	6,597	1,708
Goshen		29,563	.0154		.0112	137	188	6,261	1,299	1,720	1,581	1,642	5,909	1,957	1,956	677
Fayette		26,172	.0136	3,313	.0154	96	85	6,222	1,427	2,078	1,182	2,234	4,935	1,602	1,589	845
Connersville		24,182	.0126		.0118	112	120	5,819	1,318	1,595	1,182	2,234	4,756	1,551	1,347	845
Floyd	84	52,278	.0271	3,288	.0284	94	90	12,523	3,219	3,881	4,309	2,276	10,850	5,628	4,692	1,401
New Albany		49,237	.0256		.0214	108	129	12,000	2,916	3,455	4,309	2,216	10,714	5,063	3,921	1,401
Fountain		21,345	.0111	3,680	.0100	95	106	4,573	1,208	779	447	650	6,200	1,774	3,671	450
Franklin		10,268	.0053	2,232	.0069	68	52	2,089	814	920	198	393	1,696	695	1,565	199
Fulton		19,111	.0100	3,606	.0094	94	100	3,379	897	1,557	815	871	3,261	1,940	4,202	513
Rochester		11,275	.0059		.0041	128	184	2,554	607	841	788	470	2,236	955	1,717	328
Gibson		29,933	.0155	3,118	.0158	87	85	6,758	1,722	2,545	778	772	5,916	2,274	5,013	573
Princeton		16,779	.0087		.0063	113	155	3,511	911	1,281	545	352	4,346	1,116	3,182	402
Grant	228	70,397	.0366	3,384	.0374	93	91	16,063	4,934	7,744	4,628	3,680	13,270	5,681	7,596	2,465
△Marion		54,981	.0286		.0229	112	140	12,608	3,760	7,293	4,387	2,850	10,898	3,971	4,377	1,972
Greene		25,101	.0130	2,820	.0129	82	82	5,649	1,528	1,781	2,033	851	5,439	2,431	2,340	668
Hamilton		28,963	.0151	2,955	.0174	95	82	6,250	2,182	1,667	1,034	926	7,053	2,318	3,837	739
Noblesville		16,227	.0084		.0055	128	195	3,081	1,006	1,190	890	659	5,421	1,123	1,215	396
Hancock		25,168	.0130	3,496	.0127	96	98	5,141	1,241	1,198	611	1,141	5,183	2,455	3,052	723
Greenfield		14,842	.0077		.0063	115	140	3,406	543	570	538	589	3,874	1,254	1,680	515
Harrison		12,648	.0066	2,413	.0081	73	59	2,584	618	1,306	208	510	2,685	808	1,626	156
Hendricks		26,451	.0137	2,099	.0220	89	55	4,729	1,547	955	320	615	7,147	2,290	4,233	1,202
Henry		51,665	.0268	3,467	.0285	96	90	11,717	2,809	4,337	2,174	2,477	11,876	3,685	4,849	1,433
New Castle		35,506	.0184		.0149	122	151	8,011	2,025	3,618	1,975	1,601	7,745	2,066	3,214	1,046
Howard	216	70,932	.0369	3,733	.0376	103	101	15,838	4,343	9,198	4,155	3,929	13,677	3,672	7,074	2,060
△Kokomo		63,481	.0330		.0294	112	125	13,704	3,975	8,952	4,090	3,772	12,583	2,934	5,185	1,961
Huntington		36,190	.0188	3,447	.0185	95	96	7,747	2,084	2,428	2,038	1,886	7,856	3,820	4,379	1,004
Huntington		27,318	.0142		.0110	116	149	6,342	1,631	2,003	1,930	1,645	5,771	2,720	2,997	733
Jackson		31,304	.0162	3,517	.0148	85	93	7,138	1,893	2,551	1,340	1,108	4,882	3,352	4,882	482
Seymour		23,282	.0121		.0082	117	173	4,956	1,049	1,815	1,264	822	3,747	2,762	3,304	339
Jasper		21,601	.0113	4,000	.0105	95	102	4,294	915	1,646	733	922	3,482	1,677	5,863	345
Jay		22,567	.0117	3,009	.0124	90	85	5,007	1,363	1,552	1,021	1,020	4,920	2,176	2,770	489
Portland		14,319	.0074		.0056	122	161	3,137	843	970	961	392	3,720	1,408	1,782	305
Jefferson		26,570	.0148	4,464	.0121	98	108	6,324	1,834	2,641	1,384	1,717	5,739	2,066	3,349	1,020
Madison		25,267	.0131		.0080	123	202	5,497	1,481	2,260	1,364	1,666	5,502	1,697	3,007	923
Jennings		12,157	.0063	2,965	.0065	68	66	2,120	770	728	525	318	3,873	1,176	1,357	252
Johnson		32,860	.0171	2,960	.0200	93	80	7,715	1,867	1,754	770	1,607	7,839	2,842	3,887	1,079
Franklin		15,728	.0082		.0060	125	171	2,728	779	1,184	566	485	3,838	1,180	1,829	476
Knox		44,741	.0232	3,219	.0237	90	88	9,802	2,495	5,994	2,492	2,288	8,413	3,537	5,127	1,306
Vincennes		35,537	.0185		.0134	119	164	7,124	1,825	5,557	2,317	2,063	6,999	2,204	3,810	1,017
Kosciusko		47,779	.0249	4,304	.0209	101	120	9,033	2,825	2,489	1,492	2,062	7,677	4,860	7,726	2,556
Warsaw		21,962	.0114		.0067	140	238	4,271	1,242	1,532	1,177	1,308	3,405	2,758	2,586	1,563
Lagrange		12,467	.0064	2,833	.0073	77	67	1,967	608	1,048	307	469	3,509	659	2,202	265
Lake	28	547,822	.2846	4,070	.3100	112	103	135,724	44,137	73,907	37,877	29,490	91,885	39,570	38,174	16,688
Hammond-East Chicago		*226,988*	*.1175*		*.1165*	*101*	*122*	*51,048*	*18,965*	*31,945*	*18,100*	*15,013*	*44,055*	*15,948*	*14,111*	*6,308*
Gary		218,056	.1133		.1172	117	113	52,275	17,378	37,540	16,827	12,909	31,714	13,973	11,506	7,305
Hammond		158,126	.0821		.0779	125	131	32,880	10,412	28,670	12,619	9,421	30,814	9,420	10,249	4,060
East Chicago		68,162	.0354		.0386	115	105	18,162	7,853	2,573	5,481	3,592	13,241	4,522	3,862	2,248
Whiting		22,085	.0115		.0083	148	205	6,097	2,338	2,590	1,194	1,727	4,921	547	1,285	620
Crown Point		15,904	.0083		.0060	130	180	3,446	648	754	590	615	4,021	897	2,260	108
Hobart		13,164	.0068		.0089	94	72	5,202	722	463	304	305	2,220	1,634	950	460
La Porte		105,449	.0548	3,935	.0532	100	103	25,563	7,418	10,411	6,432	3,775	18,154	8,324	7,746	3,349
Michigan City		47,676	.0248		.0199	105	131	13,548	3,485	6,909	3,189	2,004	7,509	3,537	2,360	1,813
La Porte		45,224	.0235		.0178	131	173	9,692	2,189	3,128	3,243	1,684	9,280	3,029	30,26	1,357
Lawrence		36,696	.0191	3,367	.0183	87	91	10,169	2,029	3,230	1,925	2,031	6,502	3,995	3,375	940
Bedford		27,442	.0143		.0100	120	172	7,345	1,468	2,685	1,613	1,712	4,802	2,797	2,254	708

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

ANDERSON—Indiana's 5th Metropolitan Market

Made to Order for RESULTS

All the factors are overwhelmingly in your favor—stability . . . buying power . . . sales . . . coverage . . . selling cost . . .

Madison is one of the nation's leading counties in the manufacture of electrical machinery and fabricated metals—$105 Million industrial payrolls . . . 22,000 high-paid workers in Anderson city zone alone. And a leading Indiana county in farm income.

Retail shopping is concentrated in a compact pattern—69% of sales are made in Anderson city stores. And a very easy-to-sell pattern—Anderson newspapers blanket it completely . . . with 37,245 daily circulation, 39,165 Sunday and daily . . . several thousand more than there are homes in the county and entire ABC market. And they enable you to sell this market for a low 24c a line.

INDIANA'S 5th METROPOLITAN MARKET

	Metro Area	City	City's Sales Prod'n Index*
Population	117,400	52,800	
Families	36,900	17,400	
Income	$207,603,000	$103,603,000	
Retail Sales	133,738,000	91,640,000	152
Food	30,694,000	21,172,000	154
General Mdse.	12,793,000	9,721,000	124
Apparel	9,378,000	7,771,000	196
Furn.-Hshld.	7,601,000	5,603,000	177
Automotive	26,976,000	20,588,000	193
Gasoline	9,547,000	4,793,000	118
Lumber-Hdwre.	11,004,000	5,793,000	134
Drug	6,138,000	3,888,000	206

*100 equals average volume

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INDIANA — COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Madison	171	133,738	.0694	3,624	.0713	103	100	30,694	8,315	12,793	9,378	7,601	26,976	9,547	11,004	5,138
△Anderson		91,721	.0476		.0488	124	152	21,172	5,440	9,721	7,771	5,603	20,588	4,793	5,793	3,888
Elwood		16,409	.0085		.0074	106	121	3,309	1,046	2,006	837	821	3,105	1,666	1,329	543
Marion	66	911,459	.4735	4,615	.4556	123	128	168,797	71,499	179,261	41,056	49,329	182,465	58,203	48,668	43,829
▲Indianapolis		849,341	.4412		.3610	136	166	150,852	63,939	177,226	39,421	47,180	178,136	46,691	4,541	40,180
Marshall		34,166	.0178	3,417	.0194	101	92	6,855	1,984	2,369	1,593	969	6,448	3,695	4,709	816
Plymouth		17,050	.0089		.0063	140	198	3,808	863	1,694	1,202	435	3,261	1,411	1,548	369
Martin		8,842	.0045	2,852	.0047	75	71	1,777	717	453	313	271	2,278	928	1,253	217
Miami		32,570	.0170	3,428	.0171	98	98	6,825	2,061	3,217	1,256	1,438	5,301	2,870	3,974	620
Peru		24,617	.0128		.0100	120	154	5,468	1,336	2,862	1,221	1,342	4,107	2,016	2,593	569
Monroe		53,246	.0278	3,622	.0316	95	83	12,488	3,530	3,612	4,830	2,838	11,568	3,867	3,684	1,921
Bloomington		48,244	.0251		.0263	116	111	10,890	3,348	3,537	4,830	2,782	11,529	3,479	2,841	1,921
Montgomery		40,637	.0211	4,023	.0193	104	113	7,475	2,385	3,539	2,112	2,019	8,617	2,675	3,916	1,091
Crawfordsville		30,214	.0157		.0112	130	183	5,355	1,474	3,399	2,058	1,646	6,302	1,840	1,711	857
Morgan		25,324	.0132	2,459	.0155	78	66	6,614	1,245	2,289	522	1,025	4,566	2,614	3,477	643
Martinsville		14,138	.0073		.0047	118	183	3,883	525	1,045	416	574	2,774	1,173	2,100	377
Newton		12,700	.0066	3,735	.0065	97	99	1,839	1,127	635	211	451	2,871	1,327	2,941	467
Noble		31,362	.0163	3,872	.0149	94	103	5,609	2,054	1,366	959	1,262	7,376	3,348	5,653	615
Kendallville		13,679	.0071		.0050	125	178	2,677	934	926	579	767	3,474	1,218	2,385	308
Ohio		2,421	.0012	2,018	.0018	69	46	825	178	231	60	61	394	201	218	207
Orange		14,122	.0074	2,882	.0074	77	77	3,555	898	754	350	493	3,205	1,536	1,841	487
Owen		8,360	.0043	2,389	.0048	72	64	2,093	559	458	...	359	2,028	986	743	278
Parke		11,773	.0061	2,505	.0070	79	69	3,137	686	706	39	217	2,340	1,169	1,825	267
Perry		16,110	.0084	3,222	.0080	77	81	4,255	1,000	1,021	898	945	5,502	801	991	391
Pike		10,760	.0056	2,445	.0064	77	67	2,497	509	866	289	236	3,975	1,096	910	150
Porter		45,527	.0236	3,275	.0275	95	82	10,055	3,200	3,257	1,364	1,599	10,047	3,922	6,276	1,434
Valparaiso		25,608	.0133		.0106	131	164	5,551	1,560	2,481	1,135	1,273	6,590	1,787	2,438	1,029
Posey		14,830	.0077	2,472	.0092	79	66	3,743	1,047	998	326	776	3,661	1,169	1,919	429
Pulaski		15,417	.0081	3,953	.0078	99	103	2,471	616	595	226	428	3,064	1,071	4,224	378
Putnam		24,539	.0127	3,609	.0121	88	90	4,944	1,371	1,868	800	970	5,982	2,025	3,543	655
Greencastle		15,894	.0083		.0061	127	173	2,522	617	1,361	739	807	4,988	846	2,149	552
Randolph		29,417	.0153	3,269	.0151	92	93	5,605	1,361	2,115	678	1,573	5,430	2,565	3,431	738
Winchester		12,505	.0065		.0044	129	191	2,286	669	1,106	382	645	2,628	638	840	301
Ripley		22,857	.0119	3,874	.0100	87	103	4,413	1,313	743	491	812	5,926	1,534	2,121	588
Rush		21,911	.0113	3,592	.0113	94	94	3,571	994	667	561	557	4,103	2,057	3,435	526
Rushville		15,844	.0082		.0057	130	186	2,778	782	609	561	504	3,287	1,496	2,155	411
St. Joseph	139	273,097	.1419	3,746	.1676	115	98	57,732	20,394	40,148	10,901	16,983	51,529	18,837	19,868	8,945
South Bend-Mishawaka		*246,855*	*.1282*		*.1287*	*126*	*126*	*52,355*	*18,318*	*39,616*	*19,471*	*15,680*	*47,846*	*15,547*	*15,568*	*8,224*
▲South Bend		201,767	.1048		.1037	130	131	41,333	14,395	37,493	18,051	13,896	33,587	12,171	10,540	6,955
Mishawaka		45,088	.0234		.0250	114	106	11,022	3,917	2,023	1,420	1,784	14,259	3,376	3,012	1,269
Scott		12,605	.0065	2,855	.0066	78	76	2,879	821	593	795	788	2,702	1,596	1,371	385
Shelby		32,971	.0172	3,399	.0173	96	95	7,513	1,700	2,871	1,800	1,338	6,401	1,767	4,287	961
Shelbyville		25,572	.0133		.0094	134	175	5,416	1,309	2,018	1,751	1,249	5,937	1,409	3,124	906
Spencer		11,125	.0058	3,007	.0060	77	74	2,210	906	609	202	255	2,795	989	1,284	313

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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TERRE HAUTE Indiana

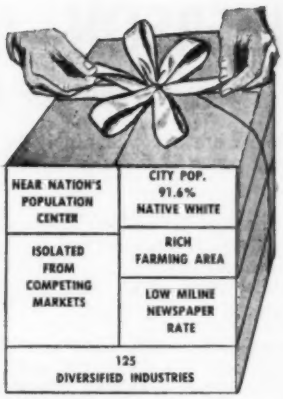
A GOOD Market to TEST!

wrapped up in

ONE NEAT PACKAGE



The nine-county Terre Haute Market is well isolated from competing markets. Terre Haute has a self-contained economy with stable, diversified industries in the midst of the rich Indiana-Illinos farm belt. The Trbune-Star offers over 100% city zone coverage . . . Over 65% coverage in 9-county trade area.



Write for New V.I.M. Market Folder

TERRE HAUTE TRIBUNE-STAR

E. A. Faulker & Associates, Representatives

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Starke		20,307	.0105	3,832	.0096	91	99	3,563	1,294	1,644	570	1,421	4,977	1,832	3,085	241
Steuben		19,961	.0104	4,074	.0094	98	108	4,443	1,679	1,575	584	583	3,680	2,200	3,289	610
Sullivan		16,796	.0087	2,753	.0092	84	79	4,266	1,148	1,384	426	555	3,631	1,429	1,886	406
Switzerland		3,961	.0021	1,981	.0027	69	54	693	151	656	92	121	710	272	760	162
Tippecanoe	218	91,858	.0477	3,943	.0528	105	95	18,218	7,977	13,547	7,241	4,624	14,790	6,218	6,822	4,433
Lafayette-West Lafayette		*32,476*	*.0438*		*.0390*	*120*	*138*	*17,332*	*7,372*	*13,469*	*7,241*	*4,465*	*11,647*	*5,185*	*4,776*	*4,319*
△Lafayette		67,593	.0351		.0278	118	149	14,226	6,190	9,159	6,708	4,143	10,334	3,739	4,297	3,833
West Lafayette		14,882	.0077		.0112	127	88	3,106	1,182	4,310	533	322	1,313	1,454	479	486
Tipton		12,347	.0064	2,627	.0079	83	67	2,511	784	918	491	521	2,595	954	2,349	421
Union		6,870	.0036	4,294	.0033	100	109	1,123	245	221	183	351	635	614	1,415	252
Vanderburgh	47	195,672	.1016	3,429	.1095	101	94	44,868	16,348	26,582	20,804	13,386	29,257	15,329	7,583	7,877
▲Evansville		191,458	.0995		.0931	111	119	44,066	15,211	26,063	20,804	13,316	28,921	14,800	6,966	7,877
Vermillion		17,256	.0090	2,739	.0091	81	80	4,243	1,180	1,210	540	977	4,533	1,477	1,858	500
Vigo	149	124,490	.0646	3,567	.0653	103	102	24,728	8,572	28,433	5,747	5,739	24,045	7,837	6,760	4,461
▲Terre Haute		114,552	.0595		.0543	115	126	22,211	6,961	27,806	5,697	5,567	23,215	5,974	5,883	4,242
Wabash		34,571	.0180	3,601	.0172	94	98	8,980	2,076	2,370	1,320	2,601	6,395	2,726	3,210	978
Wabash		31,141	.0110		.0083	114	151	5,167	1,433	1,625	1,039	2,108	3,748	1,253	1,247	695
Warren		4,260	.0022	1,704	.0039	81	46	1,711	237	122	...	100	396	230	1,152	88
Warrick		14,685	.0076	2,068	.0104	75	85	3,994	1,066	883	135	485	3,560	522	2,914	399
Washington		13,905	.0073	2,781	.0076	76	73	3,675	551	1,220	485	422	3,746	933	1,527	259
Wayne	251	88,582	.0460	3,786	.0482	101	100	18,796	5,736	8,944	5,386	8,060	17,674	6,348	8,289	3,167
△Richmond		71,194	.0370		.0304	119	145	14,641	4,461	8,018	4,976	5,829	13,004	4,515	6,483	2,668
Wells		24,182	.0125	3,900	.0114	97	107	5,003	1,013	3,412	687	1,893	3,885	1,782	3,192	337
Bluffton		15,902	.0083		.0053	136	213	3,881	784	3,149	642	1,202	2,648	1,226	1,428	273
White		24,834	.0129	4,209	.0110	101	118	5,512	1,541	634	940	1,200	4,765	2,631	4,069	737
Whitley		20,403	.0106	3,188	.0108	91	89	4,138	1,207	1,105	604	770	4,144	2,040	2,426	494
Columbia City		11,560	.0060		.0040	133	200	2,375	718	940	508	613	2,763	833	1,185	392
Total Above Cities		3,710,106	1.9274		1.6528	123	143	776,673	257,625	554,868	241,007	208,592	740,656	241,401	250,601	135,036
State Total		4,984,414	2.5892	3,708	2.6702	102	99	1,061,867	347,891	622,375	267,696	258,937	973,189	375,286	450,641	188,511

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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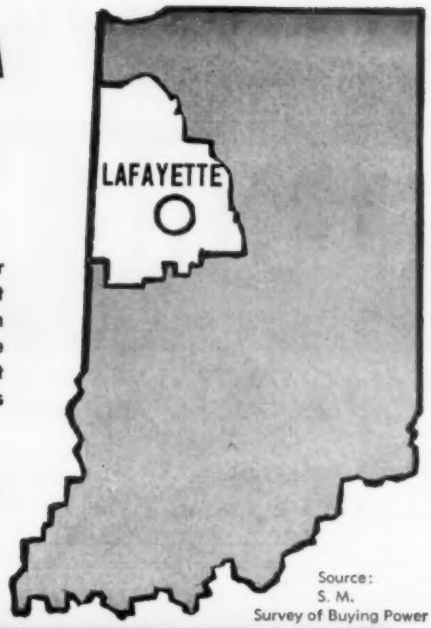
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FOR INCREASED SALES IN INDIANA ... ADVERTISE WHERE YOU HAVE THE GREATEST POTENTIAL

Your advertising message in the Lafayette Journal and Courier will reach the greatest potential of this rich and important part of Indiana. No other newspaper nor other advertising medium can cover this area as well. A circulation coverage of 63% of the homes in this rich nine-county Northwestern Indiana market assures you of readership where great purchasing power is available.

Population	Buying Income	Retail Sales
215,000	$356,697,000	$243,236,000
Food Sales	**Automotive Sales**	**Drug Sales**
$48,587,000	$49,612,000	$7,478,000

YOUR KEY TO GREATER SALES IN NORTHWESTERN INDIANA



Source: S. M. Survey of Buying Power

LAFAYETTE
WEST LAFAYETTE
INDIANA

Indiana's Best Balanced Market

JOURNAL AND COURIER

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REPRESENTED NATIONALLY BY
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INDIANA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Anderson	171	133,738	.0694	3,624	.0713	103	100	30,694	8,315	12,793	9,378	7,801	26,976	9,547	11,004	5,138
△Elkhart	199	125,382	.0852	4,193	.0632	112	115	26,332	6,717	11,481	6,430	6,422	26,677	8,443	12,988	2,925
Evansville	47	230,181	.1195	3,441	.1257	98	93	52,770	18,647	28,405	22,387	15,019	35,210	17,801	14,318	8,544
Fort Wayne	81	278,199	.1435	4,236	.1426	115	115	45,116	21,430	53,454	18,439	18,111	55,376	18,797	19,187	8,636
Indianapolis	66	911,459	.4735	4,615	.4556	123	128	184,797	71,499	179,261	41,056	49,329	182,465	58,293	49,668	43,829
△Kokomo	216	70,932	.0369	3,733	.0376	103	101	15,538	4,343	9,198	4,155	3,929	13,677	3,672	7,074	2,060
△Lafayette	218	91,858	.0477	3,843	.0528	105	95	18,218	7,977	13,547	7,241	4,624	14,790	6,218	6,822	4,433

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WGBF DOMINATES THE EVANSVILLE MARKET

NIELSEN COVERAGE SERVICE NO. 2 SHOWS WGBF HAS

57% GREATER TOTAL WEEKLY DAYTIME CIRCULATION

44% GREATER HOME COUNTY DAYTIME CIRCULATION

THAN THE NEXT HIGHEST RADIO STATION IN EVANSVILLE

For Further Details Contact WGBF or WEED & COMPANY, National Representatives

The Survey of Industrial Buying Power Will Be Published as a Separate Issue

Publication Date: JULY 10, 1957

INDIANA'S 2nd LARGEST TV MARKET

TERRE HAUTE

INDIANA



- 251,970 TV HOMES (IN THE WTHI-TV VIEWING AREA)
- CBS, NBC, & ABC TELEVISION NETWORKS

Represented Nationally by The Bolling Company

NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

INDIANA

RETAIL SALES — SM ESTIMATES, 1956 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Marion	228	70,397	.0368	3,394	.0374	93	91	16,063	4,934	7,744	4,828	3,680	13,270	5,661	7,896	2,463
Muncie	95	115,162	.0598	3,407	.0648	101	93	26,328	8,459	12,314	7,148	7,834	21,985	7,484	10,033	3,781
△Richmond	251	88,582	.0460	3,786	.0462	101	100	18,786	5,736	8,944	5,386	6,060	17,674	6,348	8,289	3,187
South Bend	139	273,087	.1419	3,746	.1676	115	98	57,732	20,394	40,146	19,901	16,983	51,528	16,837	19,668	8,945
Terre Haute	149	124,490	.0646	3,567	.0653	103	102	24,726	8,572	28,433	5,747	5,739	24,045	7,837	6,760	4,461
Total Above Areas		2,511,447	1.3046	4,018	1.3301	111	109	501,402	187,023	405,700	151,873	142,331	483,673	168,848	169,407	98,384

IOWA — (Other West North Central States: Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.)

Map, page 366

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Algona	Kossuth	6.3	122	11	21	18	11	13	10	10	11	3
Ames	Story	28.1	239	29	47	21	23	19	16	27	14	9
Atlantic	Cass	7.5	172	16	23	25	14	15	15	16	16	3
Boone	Boone	12.2	236	53	40	15	15	11	13	36	21	9
Burlington	Des Moines	32.5	387	87	82	29	27	25	24	37	25	10
Carroll	Carroll	6.9	176	12	31	24	17	7	13	20	19	5
Cedar Falls	Black Hawk	17.2	195	41	32	14	11	13	17	22	20	5
Cedar Rapids	Linn	82.1	867	168	165	77	59	69	46	95	54	26
Centerville	Appanoose	7.6	166	33	22	9	14	9	8	29	14	5
Charles City	Floyd	11.6	182	18	25	19	22	15	16	16	16	4
Cherokee	Cherokee	7.8	145	13	21	17	9	17	12	19	16	3
Clarinda	Page	5.2	101	11	12	9	7	9	9	14	16	4
Clinton	Clinton	33.3	410	77	80	32	33	25	28	36	26	13
Council Bluffs	Pottawattamie	51.5	490	96	121	36	25	26	25	60	27	21
Creston	Union	8.7	170	40	31	8	10	12	7	20	15	7
Davenport	Scott	83.1	887	155	214	97	63	56	37	82	28	29
Decorah	Winneshiek	6.2	172	28	26	12	16	18	12	16	17	4
Des Moines	Polk	190.6	2,263	422	475	231	138	135	123	254	109	100
Dubuque	Dubuque	56.5	686	145	186	59	36	32	29	71	17	23
Estherville	Emmet	7.4	139	15	17	15	10	12	8	16	26	2
Fairfield	Jefferson	7.9	138	15	21	11	13	12	11	17	13	3

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Fort Dodge	Webster	27.2	406	64	81	33	37	24	15	44	25	9
Fort Madison	Lee	15.6	204	41	33	13	24	16	15	12	17	7
Iowa City	Johnson	31.4	316	46	56	24	32	23	17	30	21	10
Keokuk	Lee	17.2	246	42	52	24	22	19	15	22	15	5
Le Mars	Plymouth	6.6	149	16	30	10	13	9	11	18	21	1
Marshalltown	Marshall	21.5	315	50	55	25	31	17	21	32	26	10
Mason City	Cerro Gordo	31.2	403	73	82	9	37	20	23	46	26	8
Muscatine	Muscatine	20.8	298	64	50	21	16	13	17	40	22	9
Newton	Jasper	14.1	179	24	32	16	15	14	9	23	13	7
Oelwein	Fayette	8.0	144	17	30	11	17	12	8	19	11	3
Oskaloosa	Mahaska	11.8	218	28	40	17	20	17	16	25	17	6
Ottumwa	Wapello	34.8	433	74	88	31	36	29	23	54	29	11
Perry	Dallas	6.2	140	17	15	17	12	11	10	14	19	4
Red Oak	Montgomery	7.2	150	11	25	14	11	16	12	20	20	4
Shenandoah	Page	7.0	141	21	24	14	14	10	12	15	14	3
Sioux City	Woodbury	95.3	1,013	194	233	65	69	59	59	109	63	36
Spencer	Clay	8.9	168	15	20	25	14	15	13	21	17	3
Storm Lake	Buena Vista	8.4	156	13	19	15	15	16	11	22	21	3
Washington	Washington	6.3	155	20	23	12	14	16	10	17	18	5
Waterloo	Black Hawk	75.1	780	136	164	69	61	42	44	88	42	28
Webster City	Hamilton	8.3	141	21	21	7	14	14	12	15	17	4

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Adair		11.4	.0068	3.8		14,635	.0061	1,284	3,852	3.8	3,889	33.0	12.3	32.3	27.1	26.5	34.2	5.5	11.2	2.7	15.2
Adams		8.0	.0047	2.6		9,298	.0033	1,162	3,576	2.6	3,635	37.9	15.1	29.5	28.5	25.4	35.1	5.0	11.0	2.2	12.3
Allamakee		15.6	.0092	4.5	3.1	16,933	.0060	1,085	3,763	5.0	3,410	39.7	16.8	33.9	32.5	20.3	29.9	4.2	9.8	1.9	11.0

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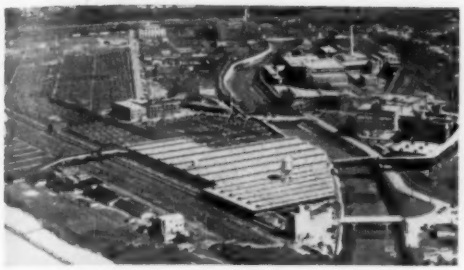
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Sioux City

and her billion-dollar Siouxland market mean

Business for You!



SIOUX CITY LIVESTOCK MARKET

ranking as 5th largest in the nation, it handles over $450 million in cattle, hogs and sheep annually. Sioux City meat packers process 4 million head of livestock each year.



300 SIOUX CITY INDUSTRIAL PLANTS

include the world's largest popcorn and honey producers and manufacture such varied products as automotive tools, farm supplies, truck bodies, clothing, fishing tackle and rubber goods.



SIOUXLAND'S PRODUCTIVE FARMS

rank among America's richest. Feeder cattle, hogs, corn, oats and other products brought this rich 54-county area a 1955 average gross farm income of $12,325. (nearly double the national average of $6,629).



Here, for you to sell, is a productive trade territory in the very heart of the prosperous mid-west. Sioux City is your key to this rich 4-state market with . . .

PEOPLE ..... (924,300 population)

There are 115,300 buy-minded people in Sioux City's metropolitan area alone . . . 924,300 in the thriving 54 county Siouxland market.

MONEY TO SPEND ..... ($1,362,194,000. E.B.I.)

A healthy, well balanced economy of farming, manufacturing and wholesaling provides Siouxland's families with an effective buying income that exceeds one and one-third billion dollars.

PLACES TO SPEND IT (1,390 stores in Sioux City)

Siouxland's estimated retail sales for 1957 amount to a whopping $1,042,158,000 . . . $141,490,000 in Sioux City itself. Sioux City ranks 16th in the nation in retail sales per household.

WAYS TO REACH THEM ..... (effective media)

You will find it simple and profitable to sell this billion dollar Siouxland market through Sioux City's advertising media, newspapers, radio and television, since they effectively saturate and powerfully influence Siouxland's buying public.

FOR COMPLETE DETAILS OF SIOUX CITY AND THE SIOUXLAND MARKET — contact Sioux City's advertising media, newspaper, radio or television

98.4% COVERAGE OF HOMES

with effective buying power

28% ABOVE IOWA'S AVERAGE

Here's a market steeped with buying power—and The Courier gives it saturation coverage.

98.4% coverage of 111,300 population Black Hawk county, where industrial might has skyrocketed Effective Buying Power per occupied dwelling to $6,974 . . . a stupendous 28% above the statewide average of $5,431

74% of all The Couriers delivered in this 15-county market of 358,700 persons reach occupied dwellings where the average EBP is $6,288 . . . 87% reach homes with $5,799 average EBP . . . 94% reach homes with $5,515 average EBP.

Tell your story to these high-income Iowans. They read The Courier . . . make metropolitan Waterloo—now a community of 100,878 persons —their shopping and buying headquarters.

Contact our national representative or write us.

Waterloo Daily Courier
FIRST WITH THE NEWS
WATERLOO, IOWA
Story, Brooks & Finley, National Advertising Representatives

Industries Like these Keep Buying Power High in Waterloo



THE RATH PACKING COMPANY
World's Largest Single Packing Plant
Employer of over 8,000 Persons



JOHN DEERE TRACTOR WORKS
World's Largest 4-wheel Tractor Factory
Employer of 5,980 Persons

IOWA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

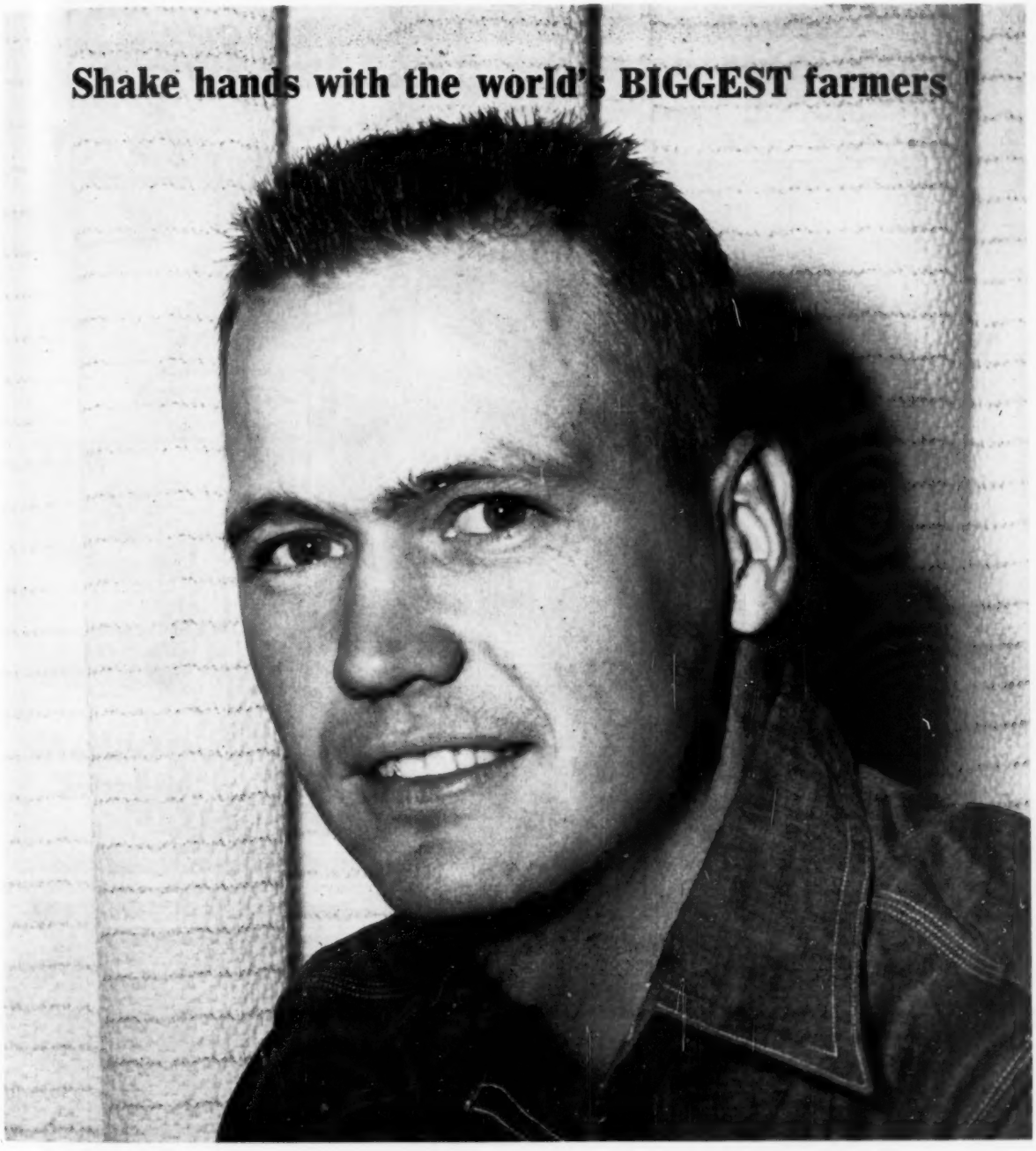
COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Appanoose		18.3	.0109	6.1	7.6	19,722	.0069	1,078	3,233	6.3	3,109	48.3	22.5	28.4	29.8	19.0	30.7	2.7	6.8	1.6	10.2
Centerville		7.6	.0045	2.5		9,424	.0033	1,240	3,770	2.7	3,465	45.5	19.0	25.2	23.6	23.3	33.9	3.5	8.0	2.5	15.5
Audubon		11.6	.0068	3.4	2.9	14,385	.0051	1,240	4,231	3.7	3,927	30.0	11.0	34.0	28.3	27.7	35.4	5.8	11.7	2.5	13.6
Benton		22.0	.0131	7.0	7.3	32,143	.0113	1,461	4,592	7.4	4,368	30.8	10.2	28.9	21.6	28.6	32.9	7.5	13.6	4.2	21.7
Black Hawk	159	114.4	.0677	34.8	97.0	207,446	.0731	1,813	5,961	41.7	4,970	22.2	6.4	21.5	14.3	40.7	41.1	11.1	17.7	4.5	20.5
▲Waterloo		75.1	.0445	23.3		144,177	.0508	1,920	6,188	27.7	5,198	18.1	5.0	21.7	13.7	43.4	42.0	12.0	18.3	4.8	21.0
Cedar Falls		17.2	.0102	4.7		32,224	.0114	1,873	6,856	7.7	4,199	37.3	12.8	19.8	15.4	31.1	37.3	8.2	15.4	3.6	19.1
Boone		26.4	.0157	8.0	12.2	40,413	.0142	1,531	5,052	8.8	4,603	26.2	8.2	27.3	19.4	33.9	37.0	8.3	14.3	4.3	21.1
Boone		12.2	.0072	4.1		21,609	.0076	1,771	5,270	4.6	4,687	25.6	7.9	23.9	16.6	37.6	40.3	8.6	14.6	4.3	20.6
Bremer		18.8	.0111	5.6	5.1	25,113	.0089	1,336	4,484	6.5	3,876	34.5	12.9	28.6	24.1	28.1	36.4	6.3	12.9	2.5	13.7
Buchanan		21.7	.0129	5.9	4.9	25,391	.0089	1,170	4,304	6.4	3,971	38.3	12.9	26.7	23.5	26.8	34.0	6.1	12.1	3.1	17.5
Buena Vista		22.0	.0130	7.0	8.4	37,841	.0134	1,720	5,406	8.0	4,732	26.9	8.2	25.6	17.7	33.2	35.3	9.6	16.0	4.7	22.8
Storm Lake		8.4	.0050	2.6		16,960	.0059	2,007	6,485	3.6	4,666	27.7	8.6	23.2	16.1	35.7	38.5	9.0	15.3	4.4	21.5
Butler		17.2	.0102	5.3		22,820	.0080	1,327	4,306	5.4	4,199	29.6	10.2	33.0	25.6	27.1	32.5	6.7	12.6	3.6	19.1
Calhoun		16.4	.0097	5.2		24,472	.0088	1,492	4,706	5.2	4,668	27.2	8.4	28.5	20.0	30.6	32.9	8.9	15.1	4.8	23.6
Carroll		22.4	.0133	6.4	6.9	36,540	.0129	1,631	5,709	7.2	5,105	24.5	6.9	26.6	18.3	31.3	30.9	9.1	14.1	6.5	29.8
Carroll		6.9	.0041	1.9		13,000	.0046	1,884	6,842	2.5	5,236	22.9	6.3	28.7	17.9	31.9	30.7	9.7	14.6	6.8	30.5
Cass		18.3	.0108	6.1	7.5	27,321	.0096	1,493	4,479	6.5	4,231	31.6	10.8	32.0	24.7	26.0	30.8	8.3	11.9	4.1	21.8
Atlantic		7.5	.0044	2.4		12,530	.0044	1,671	5,221	2.8	4,398	29.9	9.8	31.2	23.3	28.1	32.1	6.2	11.1	4.6	23.7
Cedar		18.7	.0111	5.8	2.9	29,981	.0106	1,603	5,451	6.4	4,718	27.6	8.5	27.7	19.2	30.5	32.8	9.2	15.4	5.0	24.4
Cerro Gordo	229	49.6	.0294	15.5	30.0	84,783	.0299	1,709	5,466	17.1	4,953	21.9	6.4	26.0	17.2	37.1	37.6	10.1	16.2	4.9	22.8
△Mason City		31.2	.0185	9.5		57,363	.0202	1,839	6,033	11.4	5,036	20.7	5.9	25.6	16.6	38.5	38.4	10.2	16.1	5.0	23.0
Cherokee		18.6	.0110	5.1	7.8	29,540	.0108	1,610	5,871	5.9	5,048	24.2	6.9	26.7	17.3	33.8	33.4	9.7	15.2	5.9	27.2
Cherokee		7.8	.0046	2.0		11,318	.0040	1,451	5,659	2.4	4,677	26.0	8.0	27.0	18.9	34.5	37.1	7.9	13.4	4.6	23.6
Chickasaw		14.7	.0087	4.3	3.3	19,133	.0069	1,302	4,450	4.8	3,970	33.2	12.1	29.1	23.9	28.7	36.4	6.2	12.4	2.8	15.2
Clarke		8.9	.0053	3.0	3.4	12,825	.0045	1,441	4,275	3.4	3,797	36.5	13.9	33.9	29.1	22.4	29.6	3.9	8.2	3.3	19.2
Clay		19.9	.0118	6.1	8.9	33,217	.0117	1,669	5,445	6.7	4,961	25.9	7.5	27.9	18.3	30.9	31.2	9.3	14.8	6.0	28.2
Spencer		8.9	.0053	3.0		18,047	.0064	2,028	6,019	3.5	5,146	25.6	7.2	27.1	17.2	31.2	30.5	9.4	14.4	6.7	30.7
Clayton		20.9	.0124	6.3		27,799	.0098	1,330	4,413	7.0	3,968	33.8	12.3	31.7	26.1	25.4	32.2	5.9	11.9	3.2	17.5
Clinton		53.1	.0314	16.4	35.6	88,844	.0308	1,635	5,295	17.6	4,937	24.5	7.2	24.1	15.9	36.7	37.4	9.5	15.3	5.2	24.2
Clinton		33.3	.0197	10.3		56,375	.0199	1,693	5,473	11.6	4,879	24.0	7.1	23.3	15.6	38.6	39.7	9.3	15.2	4.8	22.4

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

Shake hands with the world's BIGGEST farmers

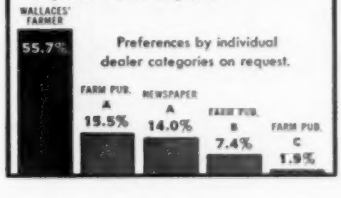


IOWA'S TOP RANK among agricultural states is secure in the hands of the new generation of farmers represented by Joel Olson of Clinton county. Age 25, he already is a big corn-hog-beef producer on his 240 acres. And a big buyer of all the things it takes for an expanding modern-day farm and home operation.

Your Iowa dealers depend on "the world's biggest farmers", through Wallaces' Farmer and Iowa Homestead, for 72.3% of their sales and 81.8% of all dealers expect to do more farm business this year than last. Write for your copies of Iowa dealers' "Sales Expectations" and media preference surveys.

YOUR DEALERS KNOW

Over 300,000 farm family subscribers rely on Wallaces' Farmer and Iowa Homestead for all types of farm and home information—including buying information. Here's the score (dealer preference, all categories):

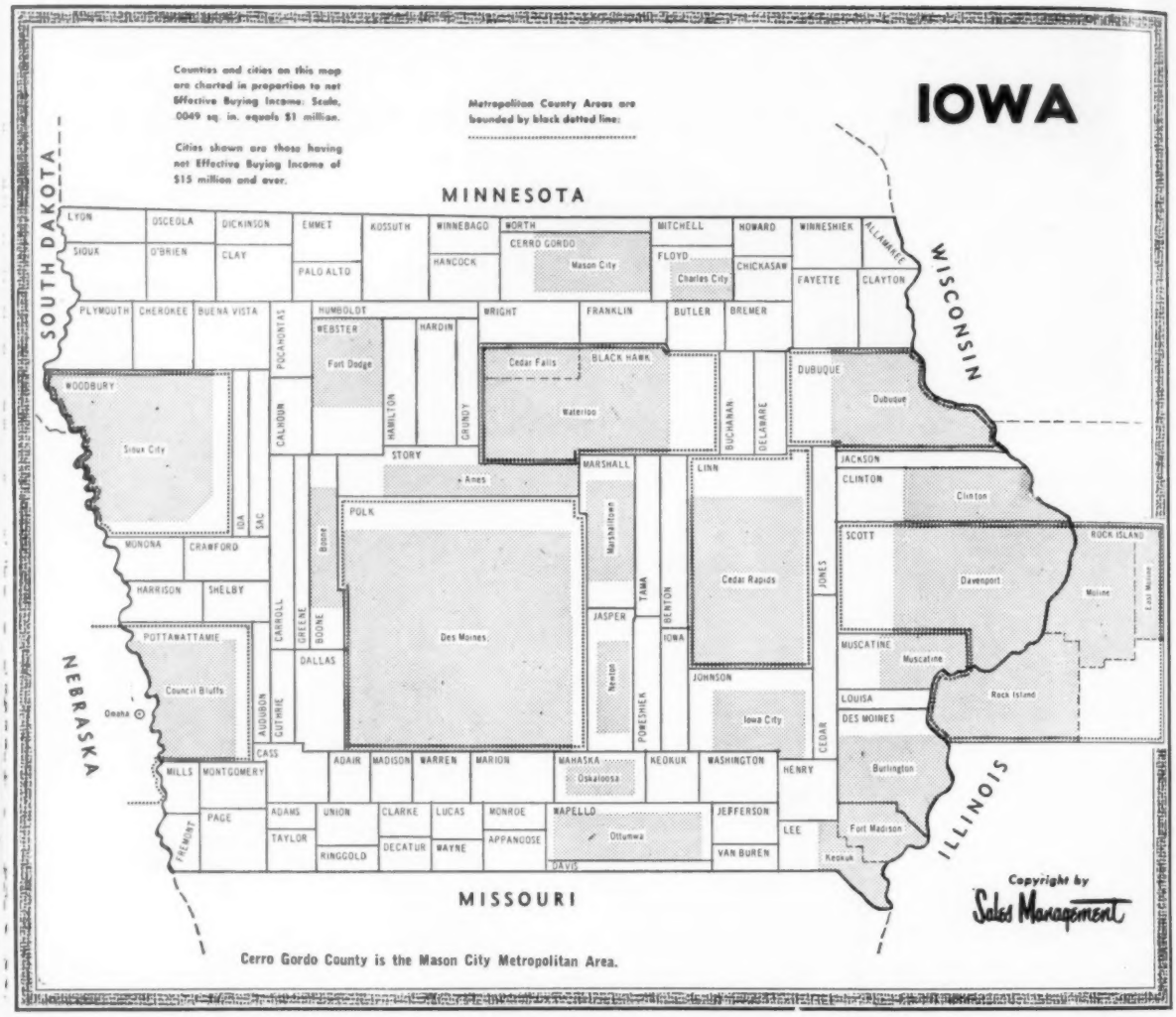


SHAKE HANDS WITH IOWA ...THROUGH



WALLACES' FARMER and IOWA HOMESTEAD

RICHARD S. PIERCE, PUBLISHER • DES MOINES, IOWA



IOWA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Crawford		18.7	.0111	5.4	4.8	28,415	.0100	1,520	5,282	5.9	4,794	30.5	9.2	29.8	20.3	25.0	26.2	8.5	14.0	6.2	30.3
Dallas		22.8	.0135	7.6	6.2	36,390	.0128	1,596	4,788	7.8	4,674	27.3	8.4	29.3	20.6	30.3	32.6	8.0	13.5	5.1	24.9
Perry		6.2	.0037	2.2		11.154	.0039	1,799	5,070	3.3	4,871	26.5	7.9	26.3	17.6	32.7	33.7	9.0	14.6	5.5	26.2
Davis		9.1	.0054	2.9	2.5	10,578	.0038	1,162	3,647	3.0	3,480	42.1	17.5	29.3	27.4	21.1	30.5	5.5	12.5	2.0	12.1
Decatur		11.7	.0069	3.6		13,006	.0045	1,112	3,613	4.2	3,070	48.3	22.7	29.3	31.2	17.7	28.9	3.3	8.5	1.4	8.7
Delaware		17.2	.0102	5.0	4.0	24,736	.0088	1,438	4,947	5.6	4,413	31.9	10.4	29.8	22.1	25.8	29.4	7.9	14.1	4.6	24.0
Des Moines		45.2	.0268	14.5	32.5	77,000	.0271	1,704	5,310	16.1	4,777	23.6	7.1	28.1	17.9	36.8	38.7	9.0	15.0	4.5	21.3
Burlington		32.5	.0193	10.7		57,292	.0202	1,763	5,354	12.0	4,780	23.3	7.0	25.9	17.7	37.6	39.6	8.8	14.6	4.4	21.1
Dickinson		12.8	.0076	3.9		21,126	.0074	1,650	5,417	4.3	4,888	27.7	8.2	29.9	19.9	27.9	28.7	8.3	13.4	6.2	29.8
Dubuque	42	76.6	.0453	20.5	56.5	124,289	.0438	1,623	6,063	26.4	4,706	29.1	8.9	22.1	15.4	34.6	36.9	9.5	16.0	4.7	22.8
▲Dubuque		56.5	.0335	15.6		99,617	.0351	1,763	6,386	21.0	4,745	28.4	8.6	21.5	14.8	35.7	37.8	9.7	16.2	4.7	22.6
Emmet		14.2	.0085	4.2	7.4	24,488	.0087	1,725	5,830	5.0	4,901	24.5	7.2	26.9	17.9	34.2	35.1	9.1	14.7	5.3	25.1
Estherville		7.4	.0044	2.2		14,398	.0051	1,946	6,545	2.9	5,006	25.5	7.4	23.4	15.2	36.0	36.2	9.4	14.8	5.7	26.4
Fayette		27.0	.0160	7.9	8.0	37,818	.0133	1,401	4,787	9.3	4,069	33.5	11.9	28.8	23.2	27.7	34.3	6.8	13.4	3.2	17.2
Oelwein		8.0	.0047	2.5		12,968	.0046	1,621	5,187	3.0	4,314	28.9	9.7	25.6	19.4	34.4	40.1	7.9	14.4	3.2	16.4
Floyd		22.6	.0133	7.0	11.6	34,893	.0123	1,544	4,985	7.8	4,448	25.9	8.4	29.4	21.5	33.0	37.3	8.1	14.5	3.6	18.3
Charles City		11.6	.0069	3.7		20,979	.0074	1,809	5,670	4.4	4,740	23.6	7.2	26.0	17.9	37.0	39.2	9.1	15.3	4.3	20.4
Franklin		16.1	.0096	5.0	4.4	26,890	.0094	1,670	5,378	5.2	5,144	23.6	6.6	29.0	18.4	31.1	30.4	9.9	15.3	6.4	29.3
Fremont		10.9	.0064	3.3		13,658	.0049	1,253	4,138	3.6	3,763	38.1	13.9	32.5	28.2	23.3	31.1	5.4	11.4	2.7	15.4
Greene		14.8	.0088	4.7	4.2	21,513	.0075	1,454	4,577	4.8	4,522	28.7	9.2	30.5	21.9	28.2	31.4	7.9	13.9	4.7	23.6
Grundy		13.2	.0078	4.2		19,850	.0070	1,504	4,726	4.2	4,693	22.6	6.9	30.7	21.4	33.4	35.8	9.0	15.2	4.3	20.7
Guthrie		13.9	.0083	4.2		16,276	.0056	1,171	3,875	4.7	3,499	37.5	15.5	34.5	32.1	21.6	31.0	4.5	10.2	1.9	11.2

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

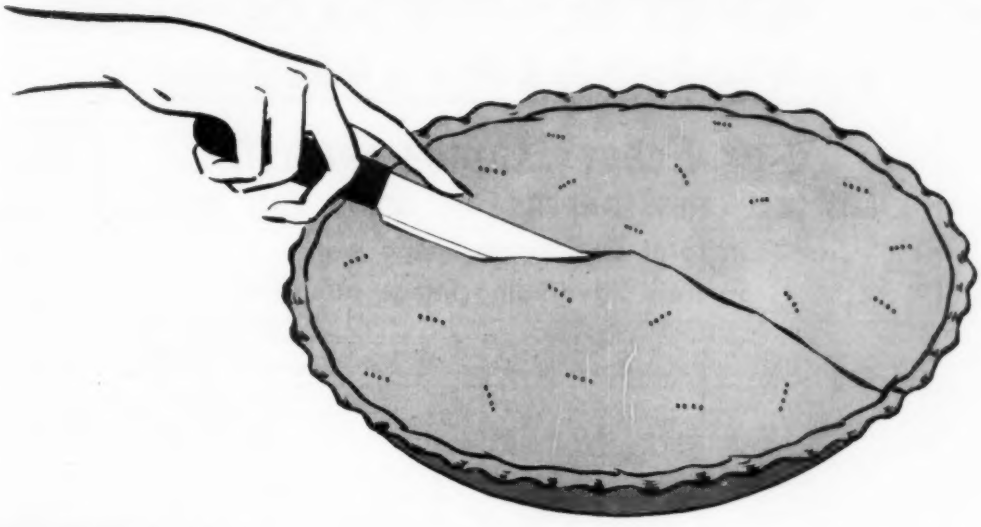
SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

Get more than 1/3!

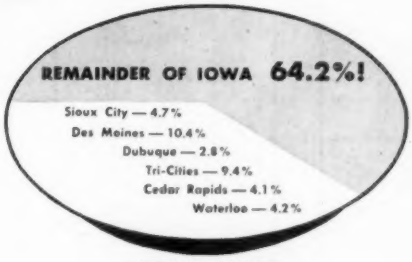
(of Iowa's Sales Potential)



WHO gives you Iowa's Metropolitan Areas (1/3 of the Market) . . . PLUS THE REMAINDER OF IOWA!

Iowa has six Metropolitan Areas which, all combined, do 35.8% of the State's total retail sales.

A number of radio stations can give you good coverage of ONE Metropolitan Area . . . but WHO gives you high coverage of virtually ALL Iowa Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!



RETAIL SALES
1956 Consumer Market figures

FREE MERCHANDISING!

WHO Radio maintains one of the nation's most comprehensive and *successful* FREE merchandising services in 350 high-volume grocery stores for FOOD advertisers who buy $300 gross time per week; in 250 high-volume drug stores for DRUG advertisers who buy $250 per week. (A $200 Food plan is also available).

Ask us — or PGW — for all the facts!

WHO Radio is part of Central Broadcasting Company, which also owns and operates **WHO-TV**, Des Moines **WOC-TV**, Davenport

WHO
for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.
National Representatives

One of America's Brighter Bright Spots

CEDAR RAPIDS

IOWA'S FASTEST GROWING MAJOR MARKET

Led All Cities in Iowa in 1956 in House Building

OVER 63,000 DAILY and SUNDAY

The Cedar Rapids Gazette

LED ALL NEWSPAPERS IN IOWA IN 1956

. . . in total advertising linage gain

. . . in total advertising linage published

ROP FULL COLOR

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

IOWA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Hamilton		19.2	.0113	6.2	8.3	31,421	.0110	1,637	5,068	6.6	4,785	24.4	7.4	32.3	22.2	29.4	31.0	8.7	14.4	5.2	25.0
Webster City		8.3	.0049	2.4		14,710	.0052	1,772	6,129	3.1	4,820	23.7	7.1	30.9	21.0	31.2	32.5	9.1	14.9	5.1	24.5
Hancock		14.6	.0087	4.2		24,176	.0086	1,656	5,756	4.2	5,702	21.4	5.4	28.0	16.0	30.4	26.8	11.9	16.6	8.3	35.2
Hardin		21.7	.0128	7.3	8.0	36,778	.0129	1,695	5,038	8.0	4,587	27.0	8.5	29.2	20.8	30.9	33.9	8.4	14.5	4.5	22.3
Harrison		17.6	.0105	5.4	3.1	23,513	.0083	1,336	4,354	5.7	4,111	34.6	12.2	30.5	24.3	24.2	29.5	6.9	13.3	3.6	20.7
Henry		18.5	.0111	5.5	6.0	25,772	.0091	1,371	4,686	6.6	3,911	33.6	12.4	30.0	25.1	27.1	34.8	6.8	13.7	2.5	14.0
Howard		13.3	.0079	3.8	3.8	16,182	.0057	1,215	4,253	4.2	3,865	38.9	14.6	28.4	23.9	22.8	29.6	6.8	14.0	3.1	17.9
Humboldt		12.6	.0074	3.9	3.2	20,796	.0073	1,650	5,332	4.0	5,209	25.8	7.2	25.6	16.0	31.5	30.4	10.3	18.7	6.8	30.7
Ida		10.5	.0063	3.2		18,060	.0064	1,720	5,644	3.6	5,052	27.5	7.9	26.6	17.1	28.4	28.3	11.2	17.6	6.3	29.1
Iowa		15.0	.0088	4.7		23,216	.0082	1,548	4,940	5.0	4,605	29.5	9.2	29.4	21.0	26.5	28.9	9.7	16.7	4.9	24.2
Jackson		18.4	.0109	5.5	4.4	23,702	.0083	1,288	4,309	5.9	4,008	35.6	12.8	26.3	23.2	26.1	32.7	6.7	13.3	3.3	18.0
Jasper		31.8	.0189	10.0	14.1	50,344	.0177	1,583	5,034	10.9	4,630	26.5	8.3	28.2	19.9	33.2	36.0	7.4	12.7	4.7	23.1
Newton		14.1	.0084	4.4		27,165	.0096	1,927	6,174	5.4	4,992	23.7	6.9	24.8	16.3	37.7	37.9	8.2	13.0	5.6	25.9
Jefferson		17.1	.0101	5.5	7.9	21,318	.0078	1,247	3,876	6.0	3,548	36.2	14.7	33.0	30.6	23.9	33.6	5.2	11.5	1.7	9.4
Fairfield		7.9	.0047	2.7		11,311	.0040	1,432	4,189	3.0	3,737	32.7	12.6	32.5	28.5	27.1	36.4	5.8	12.3	1.9	10.2
Johnson		49.6	.0294	13.2	31.4	86,515	.0304	1,744	6,554	22.7	3,811	42.0	15.9	26.7	22.9	21.8	28.8	6.1	12.7	3.4	19.7
Iowa City		31.4	.0186	8.1		63,313	.0223	2,016	7,816	17.4	3,643	45.2	17.9	25.4	22.8	20.7	28.6	5.6	12.2	3.1	18.5
Jones		18.8	.0111	5.6	6.8	25,500	.0090	1,356	4,554	5.9	4,296	29.8	10.0	31.1	23.7	27.8	32.5	7.5	13.8	3.8	20.0
Keokuk		16.6	.0099	5.4		20,151	.0071	1,214	3,732	5.6	3,609	38.8	15.5	31.4	28.3	22.4	31.3	5.1	11.2	2.3	13.7
Kossuth		26.6	.0157	7.6	6.3	43,853	.0155	1,649	5,770	8.5	5,157	24.0	6.7	26.5	18.0	31.5	30.7	9.4	14.5	6.6	30.1
Algona		6.3	.0037	1.8		12,267	.0043	1,947	6,815	2.4	5,154	23.1	6.5	25.6	16.2	35.7	34.8	9.4	14.5	6.2	28.0
Lee		43.6	.0259	13.3	32.8	63,963	.0225	1,468	4,812	14.4	4,455	25.9	8.4	27.6	20.1	34.8	39.3	8.3	14.7	3.5	17.5
Keokuk		17.2	.0102	5.4		26,002	.0092	1,512	4,815	6.1	4,286	28.9	9.8	27.0	20.4	33.8	39.7	7.0	13.0	3.3	17.1
Fort Madison		15.6	.0092	4.6		25,202	.0089	1,616	5,479	5.1	4,902	19.7	5.8	26.4	17.6	39.2	40.2	10.5	16.9	4.2	19.5
Linn	23	116.9	.0692	37.4	88.8	212,620	.0749	1,819	5,685	43.1	4,936	23.9	7.0	24.1	15.9	37.3	38.0	9.7	15.6	5.0	23.5
▲Cedar Rapids		82.1	.0486	26.3		161,115	.0568	1,962	6,126	31.6	5,092	22.4	6.3	23.0	14.9	38.8	38.3	10.4	16.1	5.4	24.4
Louisa		10.5	.0062	3.2		14,426	.0051	1,374	4,508	3.3	4,308	33.3	11.2	30.7	23.2	25.6	29.9	5.7	10.5	4.7	25.2
Lucas		10.9	.0065	3.5	4.9	13,109	.0047	1,203	3,745	3.8	3,437	41.3	17.4	30.6	29.0	21.8	31.9	4.3	9.9	2.0	11.8
Lyon		14.5	.0086	4.1	2.7	22,951	.0080	1,583	5,598	4.5	5,114	26.9	7.6	27.8	17.8	29.9	29.3	8.4	13.1	7.0	32.2
Madison		12.3	.0073	4.0	3.4	16,206	.0058	1,318	4,052	4.0	4,026	36.2	13.0	30.4	24.7	22.8	28.4	6.9	13.6	3.7	20.3
Mahaska		23.6	.0139	7.6	11.8	32,901	.0115	1,400	4,329	8.1	4,078	35.3	12.5	29.7	23.7	25.3	31.2	5.9	11.5	3.8	21.1
Oskaloosa		11.8	.0070	4.1		15,083	.0064	1,532	4,410	4.5	4,011	34.8	12.5	28.3	23.1	27.9	35.0	5.7	11.3	3.3	18.1
Marion		24.7	.0146	7.3	11.9	30,985	.0110	1,254	4,245	8.0	3,885	34.8	12.9	31.6	26.7	25.5	32.9	5.1	10.4	3.0	17.1
Marshall		37.4	.0222	11.8	21.5	82,113	.0218	1,661	5,355	13.2	4,893	24.8	7.0	27.8	19.4	34.0	38.4	9.0	15.2	4.4	21.4
Marshalltown		21.5	.0127	6.9		40,644	.0143	1,890	5,890	8.5	4,788	23.7	7.2	26.3	17.9	36.1	37.9	9.4	15.5	4.5	21.5
Mills		12.9	.0078	3.3	4.3	13,953	.0050	1,082	4,228	3.8	3,840	31.9	12.0	34.2	29.2	26.7	34.9	4.6	9.4	2.6	14.5
Mitchell		13.5	.0080	4.0	3.4	17,230	.0060	1,276	4,306	4.2	4,073	32.1	11.4	29.7	23.8	27.8	34.3	7.4	14.5	3.0	16.0
Monona		15.5	.0092	4.8	3.4	21,502	.0076	1,387	4,480	5.1	4,258	31.2	10.6	31.7	24.3	26.2	30.9	6.8	12.7	4.1	21.5
Monroe		10.4	.0062	3.0	4.3	11,471	.0041	1,103	3,824	3.5	3,299	41.6	18.2	31.3	31.0	21.7	33.0	4.0	9.8	1.4	8.2
Montgomery		15.2	.0090	5.1	7.2	22,664	.0079	1,491	4,444	5.4	4,168	30.3	10.5	32.4	25.4	27.3	33.0	6.5	12.3	3.5	18.8
Red Oak		7.2	.0043	2.4		11,680	.0041	1,622	4,867	2.6	4,450	26.6	8.6	31.7	23.3	31.0	35.1	6.5	11.8	4.2	21.5
Muscatine		34.2	.0202	10.7	20.9	49,652	.0175	1,452	4,640	11.8	4,315	28.8	9.7	29.6	22.4	31.0	36.1	6.9	12.6	3.7	19.2
Muscatine		20.8	.0123	6.5		29,875	.0105	1,436	4,596	7.2	4,142	28.9	10.1	29.7	23.3	32.1	38.9	6.4	12.3	2.9	15.4
O'Brien		16.5	.0110	5.9	4.0	30,130	.0107	1,829	5,107	6.2	4,852	25.9	7.7	27.6	18.8	31.9	33.1	9.2	16.0	5.4	25.6
Osceola		10.1	.0060	2.9	2.6	16,754	.0059	1,659	5,777	3.1	5,382	21.5	5.8	26.2	17.1	32.2	30.0	11.1	18.4	7.0	30.7

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 27.



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IOWA

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Page		23.0	.0136	7.1	12.2	31,677	.0111	1,377	4,482	7.8	4,044	31.6	11.3	32.3	26.0	27.1	33.7	5.8	11.5	3.2	17.5
Clarinda		5.2	.0031	1.8		8,318	.0029	1,600	4,621	2.0	4,065	32.4	11.5	33.5	26.9	25.4	31.4	5.0	9.8	3.7	20.4
Shenandoah		7.0	.0041	2.2		11,547	.0041	1,650	5,249	2.7	4,236	29.0	9.9	30.8	23.7	30.0	35.6	6.8	12.7	3.4	18.1
Palo Alto		13.9	.0082	4.1	3.3	18,992	.0067	1,366	4,632	4.3	4,394	30.4	10.0	30.2	22.4	27.7	31.7	7.3	13.1	4.4	22.8
Plymouth		24.8	.0147	7.1	6.6	37,044	.0131	1,494	5,217	7.8	4,762	29.3	8.9	28.1	19.1	27.7	29.3	9.4	15.7	5.5	27.0
Le Mars		6.6	.0039	2.1		11,698	.0041	1,772	5,570	2.6	4,484	34.1	11.0	26.3	19.1	26.2	29.4	8.4	14.8	5.0	25.7
Pocahontas		14.7	.0087	4.4		23,654	.0083	1,609	5,376	4.4	5,380	23.9	6.5	27.6	16.7	31.5	29.6	9.5	14.0	7.5	33.2
Polk	40	253.7	.1503	82.2	223.1	491,976	.1734	1,939	5,985	94.6	5,203	22.0	6.1	24.5	15.4	36.4	35.1	11.2	17.1	5.9	26.3
▲Des Moines		190.6	.1129	61.9		387,455	.1365	2,033	6,259	74.4	5,207	22.4	6.2	24.5	15.3	35.9	34.7	11.2	17.1	6.0	26.7
Pottawattamie	103	69.8	.0414	21.5	53.2	107,688	.0379	1,543	5,009	23.2	4,634	25.2	7.9	25.6	18.0	36.3	39.4	8.9	15.2	4.0	19.5
Council Bluffs		51.5	.0305	15.8		83,651	.0295	1,624	5,294	17.7	4,726	23.7	7.3	24.6	17.0	38.2	40.6	9.4	15.7	4.1	19.4
Poweshiek		19.3	.0114	5.8	6.9	27,922	.0096	1,447	4,966	7.2	3,885	40.4	15.0	26.1	21.9	23.3	30.2	6.9	14.1	3.3	18.8
Ringgold		8.8	.0052	2.9		10,617	.0038	1,206	3,661	2.9	3,604	41.5	16.6	30.6	27.8	19.6	27.3	5.7	12.5	2.6	15.8
Sac		16.8	.0100	5.3	3.1	26,590	.0094	1,583	5,017	5.4	4,927	24.2	7.1	28.0	18.5	33.0	33.7	9.4	16.1	5.4	25.6
Scott	36	114.8	.0680	35.2	90.6	211,072	.0743	1,839	5,996	40.7	5,188	21.3	5.9	22.8	14.5	39.2	37.9	11.1	16.9	5.6	24.8
△▲Davenport		83.1	.0492	25.7		159,347	.0561	1,918	6,200	30.9	5,159	21.8	6.1	22.8	14.5	38.8	37.8	11.1	17.0	5.5	24.6
Shelby		15.1	.0089	4.4	3.8	19,433	.0069	1,290	4,428	4.6	4,281	33.9	11.4	27.9	21.4	26.7	31.3	7.3	13.5	4.2	22.4
Sioux		24.8	.0147	7.1	2.6	33,342	.0117	1,344	4,696	7.1	4,700	27.2	8.4	29.1	20.1	30.1	32.2	8.5	14.4	5.1	24.9
Story		46.8	.0277	13.3	31.9	79,183	.0279	1,692	5,954	19.9	3,977	38.5	14.0	25.8	21.2	25.4	32.1	6.9	13.8	3.4	18.9
Ames		28.1	.0166	7.5		58,528	.0206	2,083	7,804	15.1	3,876	41.7	15.5	24.6	20.8	23.6	30.6	6.7	13.7	3.4	19.4
Tama		21.0	.0125	6.7	2.9	30,526	.0108	1,454	4,556	6.7	4,551	29.9	9.5	28.0	20.2	29.2	32.2	8.1	14.0	4.8	24.1
Taylor		11.6	.0068	3.8		14,976	.0053	1,291	3,941	4.1	3,654	37.7	14.9	33.7	30.2	21.0	28.9	5.0	10.8	2.6	15.2
Union		17.0	.0101	5.8	6.7	22,425	.0079	1,319	4,004	5.8	3,885	35.2	13.1	28.6	24.1	26.7	34.5	6.9	14.0	2.6	14.3
Creston		8.7	.0052	2.8		12,452	.0044	1,431	4,447	3.3	3,773	36.8	14.1	25.5	22.1	28.9	38.5	6.7	14.0	2.1	11.3
Van Buren		10.3	.0061	3.5		11,941	.0042	1,159	3,412	3.7	3,252	43.8	19.5	30.8	30.9	19.9	30.7	3.9	9.6	1.6	9.3
Wapello		46.8	.0277	15.0	34.8	70,910	.0250	1,515	4,727	16.3	4,354	25.7	8.5	28.0	20.9	35.3	40.8	8.0	14.6	3.0	15.2
Ottumwa		34.8	.0206	11.3		56,110	.0198	1,612	4,965	12.6	4,443	24.9	8.1	27.0	19.7	36.6	41.4	8.4	15.1	3.1	15.7
Warren		17.2	.0102	5.3	5.1	22,560	.0079	1,312	4,257	5.9	3,841	36.7	13.8	28.6	24.3	25.8	33.8	6.2	12.8	2.7	15.3
Washington		19.0	.0113	6.2	6.3	28,599	.0101	1,505	4,613	6.3	4,564	29.1	9.2	29.8	21.3	28.2	31.0	8.0	14.0	4.9	24.5
Washington		6.3	.0037	2.2		11,154	.0039	1,770	5,070	2.5	4,519	29.9	9.6	28.3	20.3	29.4	32.7	7.7	13.6	4.7	23.8
Wayne		11.0	.0065	3.7		11,891	.0042	1,081	3,214	4.0	2,972	46.5	22.6	33.6	37.0	16.3	27.5	2.6	6.9	1.0	6.0
Webster		45.1	.0267	13.7	27.2	70,721	.0249	1,568	5,162	15.0	4,715	25.9	7.9	25.5	17.8	35.3	37.6	8.7	14.6	4.6	22.1
Fort Dodge		27.2	.0161	8.4		46,458	.0164	1,708	5,531	9.6	4,818	25.3	7.6	24.0	16.2	36.9	38.5	9.0	14.8	4.8	22.9
Winnebago		13.0	.0077	3.8	2.9	19,051	.0067	1,465	5,013	4.3	4,447	30.1	9.8	30.2	22.1	28.0	31.6	7.1	12.7	4.6	23.8

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

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COUNTIES
CITIES
(continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Units	Inc.	Units	Inc.	Units	Inc.	Units	Inc.	Units	Inc.
Winneshiek		22.2	.0132	6.4	6.2	28,908	.0102	1,302	4,517	7.6	3,796	42.2	16.1	27.7	23.8	21.4	28.4	5.1	10.7	3.6	21.0
Decorah		6.2	.0037	1.6		9,393	.0033	1,515	5,871	2.7	3,502	47.0	19.4	26.5	24.8	19.5	28.0	4.0	8.9	3.0	18.9
Woodbury	137	115.3	.0683	36.3	95.3	203,071	.0716	1,761	5,594	41.1	4,947	24.8	7.2	25.6	17.0	34.8	35.3	9.3	15.0	5.5	25.5
▲Sioux City		95.3	.0565	29.8		173,046	.0610	1,816	5,807	34.9	4,965	24.2	7.0	25.6	16.9	35.3	35.7	9.5	15.2	5.4	25.2
Worth		10.9	.0064	3.2		15,394	.0054	1,412	4,611	3.3	4,716	27.0	8.3	27.9	19.2	30.4	32.4	9.9	16.6	4.8	23.5
Wright		19.7	.0117	6.2	7.4	31,116	.0110	1,579	5,019	6.5	4,758	25.2	7.6	28.9	19.9	31.9	33.7	9.1	15.2	4.9	23.6
Total Above Cities		1133.1	.6712	351.9		2,079,859	.7330	1,836	5,910	434.1	4,791	25.9	7.8	24.7	16.8	35.2	36.9	9.4	15.6	4.8	22.9
State Total		2688.9	1.5929	826.1	1367.4	4,255,166	1.4994	1,582	5,151	930.2	4,575	28.3	9.0	27.1	19.3	31.6	34.7	8.5	14.7	4.5	22.3

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Cedar Rapids	23	116.9	.0692	37.4	88.8	212,620	.0749	1,819	5,685
Davenport-Rock Island-Moline	36	262.2	.1553	80.5	212.8	494,275	.1741	1,885	6,140
Des Moines	40	253.7	.1503	82.2	223.1	491,976	.1734	1,939	5,985
Dubuque	42	76.6	.0453	20.5	56.5	124,289	.0438	1,623	6,063
△Mason City	229	49.6	.0294	15.5	36.0	84,763	.0299	1,709	5,469
Sioux City	137	115.3	.0683	36.3	95.3	203,071	.0716	1,761	5,594
Waterloo	158	114.4	.0677	34.8	97.0	207,446	.0731	1,813	5,961
Total Above Areas		988.7	.5855	307.2	809.5	1,818,440	.6408	1,839	5,919

RETAIL SALES— SM ESTIMATES, 1956

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adair		10,103	.0053	2,659	.0055	81	78	1,707	512	462	262	180	1,621	1,458	2,463	229
Adams		6,748	.0035	2,595	.0036	77	74	1,244	303	784	127	116	814	769	1,130	145
Allamakee		16,666	.0086	3,704	.0074	80	93	2,012	1,028	1,529	751	466	3,707	1,326	3,152	252
Appanoose		14,365	.0075	2,355	.0079	72	89	3,497	614	1,395	618	1,074	2,803	1,455	1,422	387
Centerville		11,225	.0058		.0043	96	129	2,686	402	910	500	951	2,694	998	766	341
Audubon		12,823	.0067	3,771	.0059	87	99	1,319	510	542	300	511	2,221	1,735	2,771	259
Benton		25,176	.0130	3,597	.0122	93	99	4,722	1,539	1,100	663	835	3,709	2,019	6,910	415
Black Hawk	158	144,618	.0752	4,156	.0726	107	111	27,798	8,532	18,813	8,454	9,068	27,268	8,945	14,481	4,268
▲Waterloo		108,870	.0566		.0513	115	127	21,498	6,295	17,706	7,546	7,306	20,022	6,099	8,198	3,664
Cedar Falls		22,568	.0117		.0113	111	115	5,176	1,131	784	768	1,305	5,745	1,470	2,913	494
Boone		29,561	.0153	3,695	.0149	95	97	6,505	1,670	1,743	1,305	987	4,605	2,757	4,828	917
Boone		20,189	.0105		.0084	117	146	4,741	1,296	1,550	1,189	732	3,567	1,633	2,607	773
Bremer		23,081	.0120	4,122	.0102	92	108	4,218	1,420	1,383	708	467	3,643	1,555	6,409	408
Buchanan		17,422	.0091	2,953	.0098	78	71	3,731	1,070	784	516	785	2,743	1,476	3,631	267
Buena Vista		29,194	.0151	4,171	.0138	106	116	4,893	1,744	1,834	1,623	1,366	5,204	3,843	5,956	653
Storm Lake		19,026	.0099		.0069	138	198	2,996	986	1,209	1,275	881	4,487	2,929	2,441	410
Butler		19,708	.0103	3,718	.0092	90	101	2,392	741	2,016	181	479	3,847	1,534	4,858	422
Calhoun		15,681	.0081	3,016	.0086	89	84	3,572	816	615	478	584	1,905	1,211	4,665	384
Carroll		31,101	.0162	4,860	.0140	105	122	4,969	2,165	2,606	1,380	1,197	6,456	2,730	5,247	554
Carroll		17,988	.0093		.0059	144	227	3,252	1,119	1,651	1,176	713	3,968	1,681	2,486	345
Cass		26,954	.0140	4,419	.0112	104	130	4,425	1,028	2,038	1,507	1,145	4,418	2,246	4,819	718
Atlantic		17,402	.0090		.0058	132	205	2,887	537	1,425	1,425	752	3,710	1,026	2,255	410
Cedar		21,768	.0113	3,958	.0109	98	102	2,613	1,132	847	309	286	3,500	2,018	5,502	484
Cerro Gordo	229	73,072	.0379	4,714	.0322	110	129	12,463	4,410	8,812	4,853	5,269	12,807	4,047	7,858	2,018
△Mason City		55,619	.0289		.0225	122	156	9,468	3,006	8,082	4,484	4,855	11,341	2,818	4,651	1,679
Cherokee		20,211	.0105	3,963	.0106	96	95	3,472	1,104	1,201	611	1,258	4,267	1,189	3,583	536
Cherokee		13,987	.0073		.0051	111	159	2,611	684	1,079	505	1,025	3,802	724	2,102	474
Chickasaw		18,570	.0097	4,319	.0080	92	111	2,679	899	696	542	477	2,299	1,512	3,821	307
Clarke		9,589	.0050	3,196	.0048	91	94	2,027	383	707	310	229	1,638	1,082	1,771	23
Clay		26,694	.0138	4,376	.0124	105	117	4,914	1,078	1,936	2,149	1,247	5,332	2,151	4,984	619
Spencer		22,380	.0116		.0077	145	219	4,106	833	1,702	2,149	1,177	5,044	1,339	3,318	543
Clayton		21,980	.0114	3,489	.0108	87	92	3,098	1,379	1,137	421	1,040	4,506	1,501	4,592	284
Clinton		74,746	.0389	4,558	.0332	106	124	13,525	4,035	9,257	2,816	3,067	15,647	3,969	9,244	1,006
Clinton		50,988	.0265		.0218	111	135	11,051	2,878	8,568	2,637	2,446	11,179	2,513	3,806	1,485
Crawford		19,147	.0099	3,546	.0102	92	89	3,299	1,353	1,667	380	686	2,890	1,722	3,707	458
Dallas		27,660	.0144	3,639	.0134	99	107	5,426	1,418	1,522	939	932	5,129	2,907	4,556	724
Perry		13,134	.0068		.0047	127	184	2,971	512	1,183	692	442	2,498	1,377	1,794	385
Davis		7,228	.0037	2,492	.0041	76	69	1,660	356	479	207	278	1,926	564	1,074	170
Decatur		7,885	.0041	2,190	.0049	71	59	2,106	402	603	96	302	1,492	702	1,458	213
Delaware		15,475	.0081	3,095	.0089	87	79	2,566	860	625	774	544	2,711	1,233	3,010	351
Des Moines		53,459	.0278	3,687	.0272	101	104	12,297	2,879	7,851	2,977	3,037	10,825	3,611	4,767	1,131
Burlington		47,275	.0246		.0213	110	127	11,092	2,502	7,319	2,949	2,971	9,713	2,817	3,414	1,062

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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. . . Cerro Gordo County IOWA

Mason City IOWA

. . . The Nation's Newest Potential Metropolitan Market Area

RECOGNIZED by SALES MANAGEMENT MAGAZINE

Mason City IOWA

The Nation's Newest Over 40,000 City Zone Population Market

. . . RECOGNIZED by AUDIT BUREAU of CIRCULATIONS (Par. 15)

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An integrated, isolated market with balanced economy and with the *highest county Retail Sales Per Family in Iowa!*



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RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Dickinson		**14,502**	**.0075**	**3,718**	**.0075**	**99**	**99**	**1,768**	**953**	**814**	**653**	**655**	**2,266**	**1,569**	**3,888**	**609**
Dubuque	42	**87,484**	**.0454**	**4,268**	**.0448**	**98**	**100**	**17,388**	**6,842**	**13,871**	**3,828**	**4,163**	**12,897**	**5,776**	**8,319**	**3,080**
▲Dubuque		69,528	.0361		.0351	105	108	14,777	5,378	12,753	3,644	3,948	10,078	5,075	4,406	2,791
Emmet		**18,270**	**.0095**	**4,350**	**.0089**	**105**	**112**	**3,603**	**771**	**792**	**984**	**803**	**2,517**	**2,129**	**4,316**	**447**
Estherville		13,007	.0068		.0055	125	155	2,740	638	709	880	586	2,425	886	2,900	318
Fayette		**31,778**	**.0165**	**4,023**	**.0148**	**93**	**103**	**5,780**	**1,669**	**2,279**	**1,601**	**888**	**5,846**	**4,088**	**5,637**	**690**
Oelwein		14,126	.0073		.0054	115	155	2,680	814	1,444	1,365	645	2,974	1,265	1,718	416
Floyd		**22,954**	**.0120**	**3,279**	**.0124**	**93**	**90**	**4,446**	**1,503**	**1,049**	**1,096**	**1,330**	**4,812**	**1,462**	**3,918**	**381**
Charles City		17,089	.0089		.0078	113	129	3,440	948	856	1,059	1,091	4,673	996	2,061	275
Franklin		**19,724**	**.0102**	**3,945**	**.0096**	**100**	**106**	**3,246**	**796**	**1,322**	**681**	**787**	**2,810**	**1,512**	**2,548**	**276**
Fremont		**9,539**	**.0050**	**2,891**	**.0053**	**83**	**78**	**1,613**	**541**	**205**	**565**	**227**	**1,604**	**796**	**1,725**	**288**
Greene		**18,119**	**.0094**	**3,855**	**.0083**	**94**	**107**	**2,822**	**876**	**854**	**1,061**	**594**	**3,425**	**1,596**	**4,497**	**214**
Grundy		**17,440**	**.0090**	**4,152**	**.0078**	**100**	**115**	**1,656**	**706**	**741**	**292**	**732**	**2,964**	**1,373**	**4,510**	**480**
Guthrie		**13,056**	**.0068**	**3,109**	**.0066**	**80**	**82**	**2,636**	**639**	**668**	**304**	**414**	**2,622**	**1,167**	**2,753**	**247**
Hamilton		**27,318**	**.0142**	**4,406**	**.0120**	**106**	**126**	**4,364**	**1,389**	**1,622**	**1,332**	**1,603**	**3,815**	**2,331**	**4,783**	**550**
Webster City		15,978	.0083		.0061	124	169	2,998	723	1,277	1,238	1,386	3,295	1,091	1,895	483
Hancock		**16,861**	**.0088**	**4,015**	**.0087**	**100**	**101**	**2,644**	**711**	**450**	**374**	**601**	**3,054**	**1,674**	**3,001**	**494**
Hardin		**31,794**	**.0165**	**4,355**	**.0139**	**109**	**129**	**4,993**	**1,542**	**1,933**	**1,164**	**964**	**6,049**	**1,990**	**6,783**	**597**
Harrison		**16,071**	**.0083**	**2,976**	**.0088**	**84**	**79**	**3,008**	**1,072**	**584**	**261**	**608**	**2,956**	**1,642**	**2,724**	**603**
Henry		**21,157**	**.0110**	**3,847**	**.0100**	**90**	**99**	**3,371**	**811**	**1,639**	**192**	**645**	**3,494**	**2,376**	**3,858**	**490**
Howard		**12,166**	**.0063**	**3,202**	**.0064**	**81**	**80**	**1,862**	**704**	**946**	**310**	**525**	**1,255**	**1,598**	**3,128**	**312**
Humboldt		**17,117**	**.0089**	**4,389**	**.0078**	**105**	**120**	**2,928**	**917**	**524**	**685**	**475**	**1,437**	**1,987**	**4,899**	**262**
Ida		**10,841**	**.0057**	**3,388**	**.0061**	**97**	**90**	**1,376**	**711**	**451**	**360**	**315**	**1,480**	**862**	**3,375**	**254**
Iowa		**18,004**	**.0093**	**3,831**	**.0087**	**99**	**106**	**3,396**	**1,907**	**617**	**284**	**725**	**2,231**	**1,216**	**3,701**	**346**
Jackson		**23,236**	**.0121**	**4,225**	**.0099**	**91**	**111**	**4,451**	**1,421**	**1,322**	**703**	**832**	**4,243**	**2,376**	**3,827**	**560**
Jasper		**39,708**	**.0206**	**3,971**	**.0188**	**99**	**109**	**10,210**	**1,770**	**3,411**	**909**	**1,382**	**5,981**	**3,244**	**6,752**	**1,272**
Newton		25,907	.0135		.0105	125	161	7,632	1,090	2,196	881	1,181	5,353	1,527	2,939	921
Jefferson		**18,566**	**.0096**	**3,376**	**.0087**	**86**	**95**	**3,794**	**859**	**1,362**	**1,049**	**732**	**3,425**	**1,113**	**3,268**	**467**
Fairfield		13,549	.0070		.0050	106	149	3,404	690	1,150	1,049	732	2,629	891	1,446	467
Johnson		**55,323**	**.0288**	**4,191**	**.0298**	**101**	**98**	**9,663**	**3,897**	**7,618**	**3,006**	**2,327**	**7,993**	**4,684**	**5,979**	**1,903**
Iowa City		46,158	.0240		.0221	119	129	8,223	2,656	7,211	2,918	2,044	7,425	3,793	4,235	1,792
Jones		**22,468**	**.0117**	**4,012**	**.0102**	**92**	**105**	**3,746**	**1,162**	**1,481**	**629**	**795**	**3,113**	**1,783**	**5,436**	**398**
Keokuk		**18,112**	**.0083**	**2,984**	**.0080**	**81**	**84**	**2,648**	**816**	**754**	**316**	**400**	**3,193**	**1,113**	**3,553**	**310**
Kossuth		**28,290**	**.0147**	**3,722**	**.0153**	**97**	**94**	**4,361**	**1,357**	**1,884**	**658**	**1,168**	**5,348**	**2,360**	**6,669**	**474**
Algona		12,575	.0065		.0048	130	176	1,989	615	1,047	625	749	3,337	660	2,108	243
Lee		**45,205**	**.0235**	**3,399**	**.0235**	**91**	**91**	**10,509**	**2,782**	**3,919**	**3,299**	**2,734**	**7,816**	**3,162**	**5,146**	**1,510**
Keokuk		21,387	.0111		.0100	98	109	5,376	1,436	2,314	1,619	1,682	4,023	1,455	1,273	693
Fort Madison		17,025	.0088		.0089	97	96	4,116	901	1,366	1,311	976	3,529	1,049	1,051	715
Linn	23	**173,611**	**.0902**	**4,642**	**.0783**	**113**	**130**	**31,486**	**10,718**	**20,153**	**13,007**	**13,951**	**29,966**	**10,575**	**17,311**	**6,166**
▲Cedar Rapids		143,211	.0744		.0604	124	153	25,261	8,318	19,221	12,604	12,988	27,011	7,098	11,351	5,622
Louisa		**10,431**	**.0054**	**3,260**	**.0055**	**89**	**87**	**2,412**	**406**	**176**	**348**	**214**	**2,658**	**1,002**	**2,205**	**285**
Lucas		**11,229**	**.0058**	**3,208**	**.0053**	**82**	**89**	**2,804**	**543**	**1,024**	**441**	**391**	**2,252**	**1,279**	**1,110**	**196**
Lyon		**12,860**	**.0067**	**3,137**	**.0078**	**91**	**78**	**2,228**	**665**	**550**	**314**	**379**	**2,053**	**888**	**3,367**	**242**
Madison		**14,711**	**.0077**	**3,678**	**.0086**	**90**	**105**	**2,628**	**496**	**738**	**343**	**372**	**2,797**	**1,052**	**2,380**	**520**
Mahaska		**28,938**	**.0150**	**3,808**	**.0131**	**94**	**108**	**5,547**	**1,295**	**2,823**	**1,453**	**1,488**	**5,341**	**2,002**	**3,198**	**888**
Oskaloosa		24,284	.0126		.0084	120	180	4,718	944	2,675	1,423	1,334	4,958	1,382	2,259	642
Marion		**21,984**	**.0114**	**3,012**	**.0118**	**81**	**78**	**4,545**	**1,313**	**1,595**	**790**	**1,148**	**3,186**	**1,885**	**4,421**	**862**
Marshall		**52,020**	**.0270**	**4,484**	**.0235**	**106**	**122**	**9,689**	**2,876**	**5,909**	**3,194**	**1,936**	**9,109**	**3,607**	**7,007**	**1,855**
Marshalltown		41,801	.0217		.0162	128	171	8,087	2,278	5,740	3,137	1,834	8,235	2,624	4,315	1,774
Mills		**9,883**	**.0052**	**2,995**	**.0055**	**72**	**68**	**1,977**	**588**	**352**	**229**	**279**	**2,727**	**976**	**1,857**	**256**
Mitchell		**15,364**	**.0080**	**3,841**	**.0070**	**88**	**100**	**2,944**	**792**	**893**	**567**	**870**	**1,854**	**994**	**4,068**	**234**
Monona		**14,826**	**.0077**	**3,069**	**.0080**	**87**	**84**	**3,056**	**902**	**829**	**424**	**589**	**2,500**	**721**	**3,616**	**301**
Monroe		**10,638**	**.0055**	**3,546**	**.0049**	**79**	**89**	**2,406**	**565**	**580**	**343**	**147**	**2,570**	**745**	**1,067**	**200**
Montgomery		**18,980**	**.0098**	**3,722**	**.0087**	**97**	**109**	**3,755**	**996**	**1,155**	**586**	**826**	**4,125**	**1,748**	**3,831**	**505**
Red Oak		13,850	.0072		.0051	119	167	2,722	705	920	494	645	3,389	922	2,903	366
Muscatine		**44,377**	**.0231**	**4,147**	**.0197**	**98**	**114**	**8,682**	**2,323**	**3,410**	**1,944**	**2,055**	**8,301**	**3,100**	**5,643**	**812**
Muscatine		34,336	.0178		.0131	107	145	6,967	1,573	3,198	1,885	1,780	6,868	2,368	3,310	600
O'Brien		**24,055**	**.0125**	**4,077**	**.0113**	**103**	**114**	**4,202**	**1,398**	**1,569**	**879**	**672**	**3,564**	**1,483**	**6,316**	**399**
Osceola		**11,832**	**.0061**	**4,080**	**.0060**	**100**	**102**	**1,785**	**549**	**582**	**304**	**488**	**2,322**	**872**	**2,325**	**205**
Page		**30,260**	**.0158**	**4,262**	**.0130**	**96**	**116**	**5,116**	**1,080**	**6,808**	**1,262**	**1,051**	**4,677**	**1,897**	**3,963**	**538**
Clarinda		11,468	.0060		.0039	126	194	1,783	352	3,130	528	211	2,073	615	1,173	294
Shenandoah		15,557	.0081		.0053	129	198	2,761	589	3,670	734	762	2,399	576	1,975	501
Palo Alto		**17,064**	**.0088**	**4,162**	**.0077**	**94**	**107**	**2,541**	**1,091**	**817**	**650**	**417**	**1,817**	**1,227**	**4,278**	**293**
Plymouth		**27,657**	**.0144**	**3,895**	**.0138**	**94**	**98**	**4,187**	**1,926**	**853**	**844**	**1,093**	**4,481**	**2,724**	**5,325**	**689**
Le Mars		11,573	.0060		.0046	118	154	2,287	865	691	642	509	2,247	1,244	2,021	125
Pocahontas		**15,298**	**.0079**	**3,477**	**.0082**	**94**	**91**	**2,717**	**681**	**489**	**552**	**585**	**3,116**	**1,358**	**4,254**	**377**
Polk	40	**349,756**	**.1817**	**4,255**	**.1713**	**114**	**121**	**67,936**	**22,618**	**52,066**	**21,750**	**17,909**	**76,236**	**25,796**	**22,428**	**12,520**
▲Des Moines		320,585	.1665		.1408	125	147	60,361	20,872	51,362	21,558	16,767	69,026	22,715	17,889	11,634

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

There are more than one million automobiles registered in Iowa.



That's well over one car for every two adults.



You see, there are 1,920,000 adults (15 and over) in Iowa
and, by the way, the Des Moines Sunday Register is read by 1,310,000 of them.



Yes, 1,310,000 out of 1,920,000 Iowa adults read the Des Moines Sunday Register.
70.6% of Iowa urban dwellers . . . 66.4% of Iowa farm folk . . . 87% own automobiles.



Whatever you have to sell, from automobiles to kiddycars,
the way to sell them in Iowa is through the pages of the Des Moines Sunday Register.
A single medium that covers an entire state. Read by two out of every three families . . . 1,310,000 adults.

DES MOINES REGISTER AND TRIBUNE

Gardner Cowles, President

Circulation: Daily 364,744, Sunday 525,147

Represented by: Scolaro, Meeker and Scott; New York, Chicago, Detroit, Philadelphia Doyle and Hawley; Los Angeles and San Francisco

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

WOC-TV Coverage Data

Population	1,583,800
Families	489,700
Retail Sales	1,934,984,000
Effective buying Income	2,686,413,000
Source	1957 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation



WOC TV
Channel 6 • Maximum Power • Basic NBC

LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

The Quint-Cities Station—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

WOC-TV-Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

IOWA COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Pottawattamie	103	75,623	.0393	3,517	.0390	94	95	17,897	6,309	5,081	3,986	3,356	13,268	7,399	10,633	2,810
Council Bluffs		57,014	.0296		.0297	97	97	14,106	4,826	4,604	3,548	2,932	10,840	4,671	6,230	2,406
Poweshiek		19,281	.0100	3,439	.0102	88	88	4,100	1,030	1,064	602	869	3,835	1,329	3,380	494
Ringgold		5,603	.0029	1,932	.0038	73	56	1,047	163	253	249	127	1,540	528	1,094	151
Sac		20,512	.0107	3,870	.0099	99	107	3,210	972	829	694	1,023	3,382	1,931	5,632	348
Scott	36	165,075	.0857	4,690	.0765	113	126	31,369	12,088	27,089	10,126	8,928	27,633	10,956	13,029	5,490
▲Davenport		137,198	.0713		.0593	121	145	25,920	9,933	25,576	10,082	8,663	24,165	8,582	7,017	5,087
Shelby		14,409	.0075	3,275	.0075	84	84	1,859	1,025	1,550	394	400	2,850	1,000	3,280	347
Sioux		26,506	.0138	3,733	.0129	88	94	3,762	1,020	1,469	603	1,159	4,486	1,712	5,780	542
Story		57,629	.0299	4,333	.0284	103	108	13,617	2,717	4,121	2,715	2,655	10,313	4,829	7,189	1,675
Ames		33,128	.0172		.0188	113	104	9,028	1,551	3,786	1,883	1,453	6,742	2,810	2,240	1,096
Tama		22,992	.0120	3,432	.0115	92	96	3,659	1,296	900	486	799	3,524	1,574	5,311	514
Taylor		6,783	.0035	1,785	.0051	75	51	1,248	264	493	449	136	1,023	268	1,601	201
Union		15,190	.0079	2,713	.0083	82	78	3,385	994	1,240	728	778	3,041	1,000	2,126	536
Creston		11,764	.0061		.0051	98	117	2,597	791	1,148	688	709	2,522	582	1,490	436
Van Buren		9,445	.0049	2,699	.0048	79	80	2,119	548	642	...	186	2,060	1,017	1,449	118
Wapello		51,998	.0270	3,487	.0262	95	97	11,991	3,422	5,115	3,773	3,261	9,149	3,743	4,511	2,044
Ottumwa		45,580	.0237		.0211	102	115	11,078	2,978	4,909	3,368	3,216	8,364	3,268	2,715	1,984
Warren		15,221	.0079	2,872	.0083	81	77	3,518	998	977	180	571	2,832	1,438	3,185	186
Washington		26,865	.0140	4,333	.0115	102	124	3,365	1,123	1,790	585	1,036	4,103	1,933	4,905	580
Washington		13,834	.0072		.0049	132	195	2,270	632	1,184	585	766	2,416	853	1,601	479
Wayne		8,640	.0044	2,335	.0048	74	68	1,719	403	577	138	204	1,925	905	1,800	234
Webster		63,099	.0328	4,606	.0276	103	123	12,196	3,802	8,661	4,219	2,383	9,949	4,064	7,211	2,027
Fort Dodge		51,008	.0265		.0194	120	165	10,441	2,737	8,468	4,182	1,672	8,695	3,195	3,701	1,884
Winnebago		15,274	.0080	4,019	.0073	95	104	3,153	1,062	847	551	836	1,609	1,709	4,195	300
Winneshiek		18,748	.0097	2,929	.0106	80	73	3,259	1,257	1,244	691	928	3,588	1,697	3,071	294
Decorah		12,831	.0067		.0044	119	181	2,133	801	793	691	732	2,627	926	1,651	340

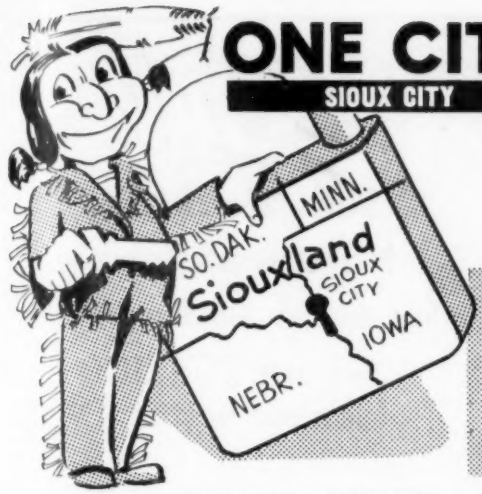
SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE



ONE CITY . . . . . ONE MEDIA

SIOUX CITY — SIOUX CITY NEWSPAPERS

gives you the key to maximum sales in the billion-dollar Siouxland market

46 rich counties with 797,000 people who look to Sioux City and her newspapers for the things they buy . . .

Effective Buying Income **$1,178,648,000**

Gross Cash Farm Income **$951,403,000**

Retail Sales **$884,546,000**

The Sioux City Journal
JOURNAL-TRIBUNE

REP. NATIONALLY BY JANN & KELLEY, INC

Source—'57 S. M. Survey of Buying Power

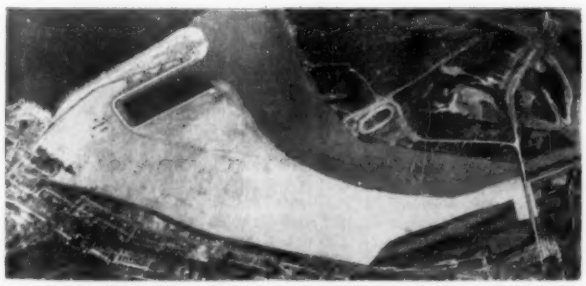
IOWA COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 — Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Woodbury	137	154,502	.0803	4,256	.0736	108	118	27,948	10,790	27,100	8,260	6,175	31,689	9,319	15,227	5,162
▲Sioux City		141,490	.0735		.0639	113	130	25,816	9,543	26,493	8,168	6,021	29,716	8,320	11,960	4,562
Worth		8,389	.0043	2,622	.0053	83	67	1,697	631	409	63	147	1,010	788	1,781	120
Wright		23,317	.0121	3,761	.0114	97	103	4,439	1,206	717	1,041	723	3,457	1,657	5,989	580
Total Above Cities		1,807,492	.9389		.7826	117	140	361,196	108,358	253,059	120,144	102,670	359,804	118,863	152,584	61,001
State Total		3,234,643	1.6803	3.916	1.5723	99	105	694,233	191,461	323,595	153,526	148,898	580,275	248,749	473,589	89,905

METRO. AREAS		RETAIL SALES — SM ESTIMATES, 1956														
Cedar Rapids	23	173,611	.0902	4,642	.0783	113	130	31,486	10,718	20,153	13,007	13,951	29,966	10,575	17,311	6,166
Davenport-Rock Island-Moline	36	331,491	.1722	4,118	.1698	109	111	71,211	30,811	46,092	18,455	15,798	58,961	22,770	23,452	11,202
Des Moines	40	349,756	.1817	4,255	.1713	114	121	67,936	22,616	52,066	21,750	17,909	76,236	25,796	22,428	12,588
Dubuque	42	87,484	.0454	4,268	.0446	98	100	17,388	6,842	13,871	3,828	4,183	12,897	5,776	8,319	3,090

© SM, 1957.

Before using these figures, read foreword, page 11.

A $2,000,000 Welcome to Industry



Dubuque, Iowa, soon will have ready its $2-million 163-acre site for new manufacturing plants. Already the home of John Deere, Dubuque Packing Co., two of the world's largest sash and door mills and many more diversified industries, Dubuque also is the center of a prosperous, balanced agricultural economy. As always, the one medium all Dubuque-land depends on for news and advertising information is

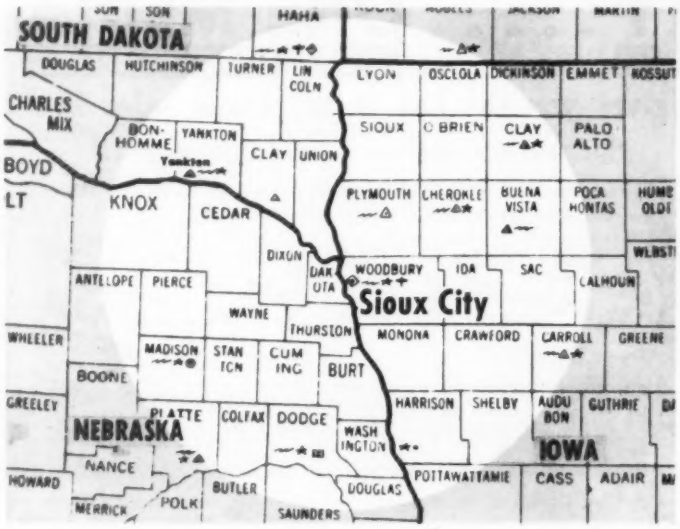
The Telegraph-Herald

DUBUQUE, IOWA

Represented by: Jann & Kelley and Iowa Daily Press Ass'n.

MONTHLY HIGH-SPOT CITIES SALES FORECAST

of next month's retail sales volume in more than 200 U. S. and Canadian cities. In every first issue of the month SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between the current *Survey* and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.



Dominant in All Departments*

NETWORK	SYNDICATED	PERSONALITIES
Top 20 Network shows	Top 11 Syndicated shows	All of the top 39 Local live shows

*Latest Sioux City Telepulse

KVTV Channel 9

Sells Sioux City, Northwest Iowa— and the rich Siouxland Market where 204,500 families watch TV

Advertisers looking for ways to sell Sioux City and Northwestern Iowa find KVTV Channel 9 their best media buy. And when they buy KVTV, they find the balance of the Sioux City Market in their pocket . . . because KVTV Channel 9 covers all the Sioux City Market—a total of 204,500 families who spend $991 million in retail stores.

CBS ABC DUMONT

KVTV Channel 9

SIOUX CITY, IOWA

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, General Manager.

Represented by Katz

IOWA

METRO. AREAS (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 — Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Mason City	229	73,072	.0379	4,714	.0322	110	129	12,463	4,410	8,812	4,853	5,269	12,807	4,047	7,658	2,018
Sioux City	137	154,502	.0803	4,256	.0736	108	118	27,948	10,790	27,100	8,260	6,175	31,689	9,319	15,227	5,162
Waterloo	158	144,618	.0752	4,156	.0726	107	111	27,798	8,532	18,813	8,454	9,068	27,268	8,945	14,481	4,268
Total Above Areas		1,314,534	.6829	4,279	.6424	110	117	256,230	94,719	186,907	78,607	72,353	249,824	87,228	108,876	44,494

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

KANSAS —

(Other West North Central States: Iowa, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.)

Map, page 380

City	County	Pop. (thous.)	NUMBER OF OUTLETS — Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Abilene	Dickinson	7.0	138	15	24	9	10	7	15	20	14	4
Arkansas City	Cowley	14.3	233	42	41	8	14	17	14	24	17	12
Atchison	Atchison	13.0	197	37	40	8	13	13	18	19	14	10
Chanute	Neosho	10.5	184	36	18	11	13	13	20	21	16	8
Clay Center	Clay	4.8	115	13	20	11	10	3	11	16	12	2
Coffeyville	Montgomery	18.1	289	46	49	7	25	18	34	32	21	8
Concordia	Cloud	7.3	129	18	21	8	6	11	14	16	11	4
Dodge City	Ford	12.3	216	22	43	9	16	16	18	22	23	8
El Dorado	Butler	12.3	198	33	31	11	13	12	15	31	18	5
Emporia	Lyon	15.1	265	43	36	16	21	16	24	30	22	9
Fort Scott	Bourbon	10.4	191	31	24	10	14	13	21	27	19	4
Garden City	Finney	11.3	192	21	30	10	18	10	19	24	19	8
Great Bend	Barton	17.0	219	20	31	18	16	22	22	23	14	8
Hays	Ellis	10.6	152	11	26	8	13	9	14	18	21	3
Hutchinson	Reno	37.2	549	71	124	50	40	23	31	57	46	19
Independence	Montgomery	11.9	219	41	27	10	24	15	17	27	15	6
Iola	Allen	7.0	163	28	20	13	16	10	19	15	14	4
Junction City	Geary	16.7	216	36	40	15	13	11	16	22	18	11
Kansas City	Wyandotte	130.2	1,396	332	294	106	77	60	68	166	64	56
Lawrence	Douglas	22.5	307	39	59	17	29	22	28	30	22	10
Leavenworth	Leavenworth	21.8	296	51	76	12	17	16	16	21	13	11
Liberal	Seward	10.5	176	18	24	11	11	18	20	21	20	4
Manhattan	Riley	21.6	257	29	49	18	29	17	16	27	18	9
McPherson	McPherson	9.1	133	14	13	9	9	7	11	20	24	6
Newton	Harvey	13.6	191	25	26	13	11	16	17	24	22	7
Ottawa	Franklin	10.9	157	25	21	10	16	8	19	16	19	7
Parsons	Labette	15.1	239	49	30	20	21	19	23	26	15	7
Pittsburg	Crawford	22.2	374	72	63	26	24	22	34	33	35	8
Pratt	Pratt	8.3	156	12	21	5	9	16	15	23	19	7
Russell	Russell	7.1	134	19	24	10	5	12	13	17	13	7
Salina	Salina	33.5	500	59	104	35	40	23	44	69	29	13
Topeka	Shawnee	97.0	1,150	169	212	124	86	62	74	124	50	43
Wellington	Summer	9.2	151	32	22	9	7	9	12	11	19	7
Wichita	Sedgwick	240.5	2,506	303	532	193	163	139	160	307	134	133
Winfield	Cowley	10.9	177	29	24	14	13	12	19	30	15	5

© SM, 1957.

Before using these figures, read foreward, page 11.

KODE-TV now covers 131,420* TV homes in the Joplin-Pittsburgh market–larger than Duluth, Phoenix, Fort Wayne. See our ad on page 476.

*Television Mag. set count, March, 1957

KANSAS COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 Units	% Inc.	$2,500-3,999 Units	% Inc.	$4,000-6,999 Units	% Inc.	$7,000-9,999 Units	% Inc.	$10,000&over Units	% Inc.
Allen		16.9	.0100	5.5	7.0	19,575	.0068	1,158	3,559	5.5	3,543	39.0	15.9	31.8	29.2	21.8	31.0	5.3	11.9	2.1	12.0
Iola		7.0	.0041	2.5		9,546	.0034	1,364	3,818	2.5	3,815	36.3	13.8	31.8	27.1	22.9	30.2	6.1	12.7	2.9	16.2
Anderson		9.9	.0059	3.1	2.7	11,481	.0041	1,160	3,704	3.1	3,694	35.6	13.9	31.9	28.2	25.9	35.3	4.2	9.0	2.4	13.6
Atchison		20.9	.0124	6.4	13.0	29,857	.0105	1,429	4,665	7.7	3,859	36.8	13.8	28.5	24.1	26.5	34.5	5.2	10.6	3.0	17.0
Atchison		13.0	.0077	4.1		19,876	.0070	1,529	4,848	4.7	4,193	31.1	10.7	28.8	22.6	30.4	36.4	6.1	11.4	3.6	18.9
Barber		9.5	.0056	3.1		15,433	.0055	1,625	4,978	3.2	4,793	27.0	8.1	32.1	22.0	27.4	28.7	7.5	12.4	6.0	28.8
Barton		34.2	.0202	10.6	23.4	63,836	.0224	1,867	6,022	11.2	5,706	18.5	4.7	23.8	13.5	38.8	34.1	11.5	16.0	7.6	31.7
Great Bend		17.0	.0101	5.3		34,107	.0120	2,006	6,435	6.0	5,661	18.0	4.6	24.4	14.0	38.7	34.4	11.5	16.1	7.4	30.9
Bourbon		17.2	.0102	6.0	10.4	21,140	.0075	1,229	3,523	6.1	3,453	41.9	17.5	30.6	29.0	20.6	30.0	4.8	11.0	2.1	12.5
Fort Scott		10.4	.0062	3.8		14,637	.0052	1,407	3,852	4.0	3,622	39.4	15.7	29.6	26.7	23.0	31.9	5.6	12.3	2.4	13.4
Brown		14.6	.0087	5.0	3.4	19,485	.0069	1,335	3,897	5.1	3,848	35.3	13.3	33.1	28.2	23.7	30.9	4.7	9.6	3.2	18.0
Butler		37.3	.0221	12.2	18.9	55,152	.0194	1,479	4,521	12.5	4,403	28.6	9.4	28.3	19.5	34.3	39.2	7.0	12.5	3.6	19.4
El Dorado		12.3	.0073	3.9		20,108	.0071	1,635	5,156	4.4	4,603	25.5	8.0	25.7	18.3	37.1	40.5	7.5	12.9	4.2	20.3
Chase		4.8	.0028	1.6		7,015	.0025	1,461	4,384	1.8	3,926	36.8	13.5	33.3	27.8	22.6	28.9	3.2	6.4	4.1	23.4
Chautauqua		6.6	.0039	2.2		7,521	.0026	1,140	3,419	2.3	3,221	49.2	22.1	29.9	30.3	15.4	24.0	3.0	7.4	2.5	16.2
Cherokee		24.2	.0144	7.9	11.9	29,020	.0102	1,199	3,673	8.3	3,512	40.4	16.6	27.8	25.8	25.2	36.1	4.6	10.4	2.0	11.1
Cheyenne		4.9	.0029	1.5		6,955	.0025	1,419	4,637	1.5	4,570	36.9	11.7	28.1	20.1	23.1	25.4	5.3	9.2	6.6	33.6
Clark		3.6	.0021	1.1		7,229	.0025	2,008	6,572	1.3	5,887	21.9	5.7	34.2	20.0	26.3	23.6	8.7	12.4	8.9	38.3
Clay		10.9	.0065	3.7	4.8	14,737	.0052	1,352	3,983	3.7	4,006	35.8	12.9	32.4	26.5	22.1	27.7	5.8	11.5	3.9	21.4
Clay Center		4.8	.0028	1.8		7,203	.0025	1,501	4,002	1.8	3,936	35.7	13.1	31.8	26.4	23.5	30.0	5.6	11.2	3.4	19.3
Cloud		16.4	.0091	5.0	7.3	19,616	.0069	1,274	3,923	5.2	3,752	37.9	14.6	29.8	25.8	24.3	32.6	5.2	11.0	2.8	16.0
Concordia		7.3	.0043	2.1		10,748	.0038	1,472	5,118	2.6	4,123	32.5	11.4	29.8	23.6	27.7	33.8	6.5	12.5	3.5	18.7
Coffey		8.8	.0052	2.6		11,002	.0039	1,250	4,232	2.9	3,733	39.9	15.4	30.5	28.7	21.2	28.5	5.3	11.2	3.1	18.2
Comanche		3.6	.0021	1.2		6,060	.0022	1,689	5,067	1.3	4,837	28.6	8.8	33.5	22.5	23.5	24.5	7.9	12.9	6.5	31.6
Cowley		36.8	.0218	12.0	25.2	50,778	.0179	1,380	4,232	13.1	3,880	36.1	13.4	27.4	23.0	28.0	36.2	5.6	11.4	2.9	16.0
Arkansas City		14.3	.0085	4.9		21,049	.0074	1,472	4,296	5.2	4,021	32.7	11.8	26.8	21.7	31.5	39.4	6.2	12.2	2.8	14.9
Winfield		10.9	.0065	3.7		18,604	.0066	1,707	5,028	4.9	3,803	38.6	14.7	27.4	23.5	25.8	34.1	5.2	10.8	3.0	16.9
Crawford		40.8	.0242	14.1	22.2	52,934	.0186	1,297	3,754	14.7	3,612	39.2	15.7	29.1	26.2	24.7	34.4	4.7	10.4	2.3	13.3
Pittsburg		22.2	.0132	7.6		32,612	.0115	1,469	4,291	8.6	3,790	37.0	14.1	28.1	24.2	26.9	35.7	5.3	11.0	2.7	15.0
Decatur		6.1	.0036	2.2		10,229	.0036	1,677	4,650	2.2	4,747	35.5	10.8	24.1	18.6	25.2	28.7	8.8	14.7	6.4	31.2
Dickinson		22.7	.0135	7.5	10.8	31,097	.0110	1,370	4,146	7.6	4,090	31.6	11.2	30.2	24.2	28.1	34.6	7.0	13.6	3.1	16.4
Abilene		7.0	.0041	2.4		10,692	.0038	1,527	4,455	2.6	4,149	34.3	11.9	31.4	24.8	23.4	28.3	6.8	12.9	4.1	22.1
Doniphan		11.0	.0065	3.3	1.1	12,827	.0045	1,166	3,887	3.7	3,494	39.4	16.3	32.3	30.1	21.2	30.5	5.1	11.6	2.0	11.5
Douglas		33.7	.0199	9.7	27.3	53,663	.0189	1,592	5,532	16.0	3,359	48.0	20.7	25.5	24.8	19.5	29.2	4.6	10.7	2.4	14.6
Lawrence		22.5	.0133	6.0		39,629	.0140	1,761	6,605	11.7	3,376	48.7	20.9	24.7	23.9	19.5	29.0	4.6	10.7	2.5	15.5
Edwards		5.8	.0035	1.9		8,606	.0030	1,484	4,529	1.9	4,506	28.3	9.1	28.7	20.8	31.2	34.8	7.3	12.8	4.5	22.5
Elk		5.9	.0035	2.0		6,956	.0025	1,179	3,478	2.2	3,139	50.0	23.0	27.9	29.0	16.2	26.0	4.0	10.1	1.9	11.9
Ellis		20.4	.0121	5.2	13.3	28,607	.0101	1,402	5,501	6.3	4,516	29.9	9.6	26.1	18.8	32.0	35.6	7.4	13.0	4.6	23.0
Hays		10.6	.0063	2.8		16,617	.0059	1,568	5,935	3.7	4,533	29.5	9.4	25.9	18.6	32.4	36.0	7.7	13.5	4.5	22.5
Ellsworth		9.3	.0055	2.8		12,327	.0043	1,325	4,403	2.8	4,359	29.6	9.8	28.4	21.4	31.7	36.5	6.2	11.2	4.1	21.1
Finney		14.8	.0087	4.3	11.3	26,942	.0095	1,820	6,286	4.6	5,827	23.7	5.9	28.7	15.0	31.8	27.4	8.0	10.9	9.8	40.8
Garden City		11.3	.0067	3.5		21,866	.0077	1,935	6,247	3.8	5,782	24.1	6.0	26.4	14.9	32.0	27.9	7.9	10.8	9.6	40.4
Ford		19.1	.0113	6.1	12.3	34,114	.0120	1,786	5,592	6.4	5,305	27.9	7.6	23.4	14.4	31.8	30.1	9.3	13.9	7.6	34.0
Dodge City		12.3	.0073	3.9		23,760	.0084	1,932	6,092	4.5	5,223	27.9	7.7	24.0	15.0	31.7	30.6	9.1	13.8	7.3	32.9
Franklin		20.3	.0121	6.6	10.9	25,709	.0091	1,266	3,895	7.2	3,579	38.6	15.6	31.9	29.0	22.7	31.9	4.5	10.0	2.3	13.5
Ottawa		10.9	.0065	3.6		15,526	.0055	1,424	4,313	4.2	3,677	38.8	15.2	30.9	27.4	23.1	31.6	4.5	9.8	2.7	16.0
Geary		20.2	.0119	6.6	16.7	33,762	.0119	1,671	5,115	8.4	4,027	32.4	11.6	31.7	25.7	26.5	33.1	6.2	12.1	3.2	17.5
Junction City		16.7	.0099	5.5		25,398	.0089	1,521	4,618	5.9	4,271	28.8	9.7	32.4	24.9	28.1	33.0	6.9	12.8	3.8	19.6
Gove		4.4	.0026	1.0		5,898	.0021	1,340	5,898	1.3	4,711	30.8	9.5	27.7	19.1	28.6	30.5	7.0	11.8	5.9	29.1
Graham		5.6	.0034	1.5		6,283	.0022	1,122	4,189	1.5	4,277	36.6	12.4	28.1	21.4	24.4	28.6	5.9	11.0	5.0	26.6
Grant		4.7	.0027	1.4		8,375	.0029	1,782	5,982	1.4	5,890	14.8	3.6	18.1	10.1	49.2	42.0	10.3	13.8	7.6	30.5
Gray		4.9	.0030	1.3		9,865	.0035	2,013	7,588	1.4	6,952	24.7	5.1	23.7	11.1	26.4	19.1	10.8	12.3	14.4	52.4
Greeley		2.1	.0012	.6		3,380	.0012	1,610	5,633	.7	4,774	35.3	10.7	29.7	20.2	20.9	22.0	6.9	11.5	7.2	35.6
Greenwood		12.2	.0072	3.9	3.6	16,733	.0059	1,372	4,291	3.9	4,307	32.9	11.0	27.6	21.0	27.5	32.1	7.6	14.1	4.2	21.6
Hamilton		3.0	.0018	.8		5,848	.0020	1,949	7,310	.9	6,455	24.2	5.4	30.6	15.5	24.1	18.7	8.1	9.9	13.0	50.5
Harper		10.2	.0060	3.1	2.8	12,715	.0045	1,247	4,102	3.1	4,053	33.6	12.0	30.3	24.4	26.5	32.8	6.2	12.1	3.4	18.7
Harvey		24.3	.0144	7.5	13.6	38,492	.0136	1,584	5,132	8.7	4,426	29.7	9.7	26.3	19.5	32.2	36.5	7.7	13.8	4.1	20.5
Newton		13.6	.0081	4.5		21,935	.0077	1,613	4,874	4.7	4,648	25.7	8.0	27.0	19.0	34.3	37.1	8.6	14.6	4.4	21.3
Haskell		2.7	.0016	.7		5,702	.0020	2,112	8,146	.7	7,898	12.9	2.4	21.1	8.7	34.3	21.9	15.8	15.8	15.9	51.2
Hodgeman		3.4	.0021	.9		5,312	.0019	1,562	5,902	1.1	4,856	32.1	9.5	22.2	14.9	29.6	30.7	10.2	16.7	5.9	28.2
Jackson		10.4	.0061	3.4	2.6	11,397	.0040	1,096	3,352	3.4	3,343	40.2	17.4	34.6	33.7	19.7	29.7	3.7	8.8	1.8	10.4
Jefferson		11.2	.0066	3.6		12,809	.0045	1,144	3,558	3.8	3,365	42.3	18.2	30.6	29.6	21.3	31.9	3.9	9.2	1.9	11.1
Jewell		8.9	.0053	2.9		10,576	.0037	1,188	3,647	2.9	3,632	40.8	16.2	32.7	29.4	18.5	25.6	5.0	11.0	3.0	17.8
Johnson	72	119.8	.0710	38.0	84.9	280,870	.0990	2,344	7,391	38.0	7,388	17.8	3.5	18.5	8.1	34.5	23.5	14.9	16.0	14.3	48.9
Kearny		2.9	.0017	.9		5,972	.0021	2,059	6,636	.9	6,306	18.5	4.2	26.0	13.6	32.0	25.5	13.0	16.3	10.5	40.4
Kingman		11.1	.0066	3.4	3.5	12,125	.0043	1,092	3,566	3.6	3,366	42.2	18.1	33.6	32.6	18.0	26.8	4.1	9.7	2.1	12.8
Kiowa		4.8	.0028	1.4		9,186	.0032	1,914	6,561	1.8	5,061	25.3	7.2	28.7	18.5	29.9	29.7	9.7	15.2	6.4	29.4
Labette		29.7	.0176	9.7	17.5	36,216	.0128	1,219	3,734	9.9	3,662	38.0	15.0	28.9	25.7	25.9	35.5	4.9	10.7	2.3	13.1
Parsons		15.1	.0089	4.8		20,069	.0071	1,329	4,181	5.1	3,972	33.6	12.2	27.5	22.6	30.1	38.1	6.0	12.0	2.8	15.1
Lane		3.3	.0020	1.0		6,960	.0024	2,109	6,960	1.2	5,939	24.6	6.0	29.8	16.4	28.0	22.0	9.0	12.0	10.6	43.6

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Du Pont chooses TOPEKA

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Industrially, the Topeka market is expanding in all directions. The bright new picture includes a 9 million dollar Goodyear Tire & Rubber Co. expansion, 11 million dollar addition for Kansas Power & Light Co. . . . and the multi-million dollar new DuPont cellophane plant. MORE people with MORE money to BUY!

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KANSAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Leavenworth		36.4	.0215	10.0	21.8	54,128	.0191	1,487	5,413	12.9	4,194	35.9	12.4	26.3	20.4	25.6	30.7	8.3	15.7	3.9	20.8
Leavenworth		21.8	.0129	7.3		32,852	.0116	1,507	4,500	7.7	4,246	31.2	10.6	28.1	21.6	29.2	34.6	7.9	14.7	3.6	18.5
Lincoln		6.6	.0039	2.0		9,153	.0032	1,387	4,577	2.4	3,843	37.1	13.9	29.2	24.8	26.2	34.3	4.4	9.1	3.1	17.9
Linn		6.8	.0053	3.0		9,467	.0034	1,076	3,156	3.0	3,188	47.5	21.5	28.1	28.7	18.6	29.4	4.1	10.3	1.7	10.1
Logan		4.3	.0025	1.2		5,982	.0021	1,391	4,985	1.3	4,532	28.9	9.2	27.4	19.7	30.2	33.5	9.2	16.2	4.3	21.4
Lyon		24.6	.0146	7.8	15.1	36,715	.0129	1,492	4,707	9.3	3,941	36.6	13.4	27.8	23.1	26.8	34.1	5.5	11.0	3.3	18.4
Emporia		15.1	.0089	4.8		26,186	.0092	1,734	5,455	6.2	4,224	34.4	11.8	26.7	20.5	28.4	33.8	6.4	12.1	4.1	21.8
McPherson		23.4	.0138	7.5	9.1	35,070	.0124	1,499	4,678	8.2	4,295	31.1	10.5	28.2	21.4	30.0	35.1	6.7	12.4	4.0	20.6
McPherson		9.1	.0054	3.0		16,019	.0056	1,760	5,340	3.3	4,869	26.9	8.0	23.7	15.9	35.1	36.2	8.9	14.5	5.4	25.4
Marion		16.3	.0097	5.2		18,963	.0066	1,163	3,647	5.4	3,495	38.8	16.0	33.0	30.9	21.9	31.6	4.2	9.5	2.1	12.0
Marshall		17.3	.0102	5.6	3.9	23,055	.0082	1,333	4,117	5.6	4,099	33.7	11.9	29.9	23.8	26.3	32.3	6.5	12.5	3.6	19.5
Meade		5.1	.0031	1.5		11,359	.0040	2,227	7,573	1.6	7,185	17.2	3.5	26.1	11.9	30.0	21.0	12.5	13.7	14.2	49.9
Miami		18.8	.0111	5.7	8.1	21,745	.0076	1,157	3,815	6.0	3,627	35.5	14.1	31.3	28.2	26.5	36.8	4.8	10.4	1.9	10.5
Mitchell		9.5	.0056	3.0	3.9	11,420	.0041	1,202	3,807	3.0	3,803	33.2	12.6	33.8	29.0	25.2	33.3	5.2	10.9	2.6	14.2
Montgomery		48.2	.0286	16.6	36.0	68,564	.0241	1,422	4,130	17.6	3,904	33.9	12.6	28.6	23.9	28.9	37.2	5.9	12.0	2.7	14.3
Coffeyville		18.1	.0107	6.3		28,124	.0099	1,554	4,464	7.0	4,044	30.5	10.9	28.8	23.2	31.4	39.1	6.6	13.0	2.7	13.8
Independence		11.9	.0070	4.1		18,617	.0066	1,564	4,541	4.6	4,063	33.0	11.7	28.5	23.1	29.0	35.8	6.3	12.2	3.2	17.2
Morris		8.1	.0048	2.5	2.6	10,892	.0039	1,345	4,357	2.9	3,808	34.7	13.2	30.5	26.1	26.7	35.3	5.6	11.6	2.5	13.8
Morton		3.0	.0018	.9		7,737	.0027	2,579	8,597	1.0	7,383	23.9	4.7	21.9	9.7	25.7	17.5	12.7	13.6	15.8	54.5
Nemaha		13.7	.0081	4.1		16,997	.0060	1,241	4,146	4.5	3,757	41.5	16.0	28.2	24.4	21.4	28.6	5.7	12.1	3.2	18.9
Neosho		20.7	.0122	6.7	10.5	25,180	.0088	1,216	3,758	7.0	3,613	37.7	15.1	30.6	27.7	24.9	34.7	4.5	9.8	2.3	12.7
Chanute		10.5	.0062	3.7		14,950	.0053	1,424	4,041	3.8	3,930	33.0	12.1	30.0	24.8	29.2	37.4	5.0	10.1	2.8	15.6
Ness		6.1	.0037	1.9		9,550	.0034	1,566	5,026	1.9	4,943	33.0	9.7	27.5	18.0	24.6	25.1	7.6	12.1	7.3	35.1
Norton		9.2	.0054	2.8	3.2	10,263	.0036	1,116	3,665	3.2	3,219	43.3	19.4	32.8	33.4	18.6	29.0	3.7	9.1	1.6	9.1
Osage		13.3	.0079	4.4		16,378	.0058	1,231	3,722	4.7	3,482	40.3	16.8	33.1	31.3	20.3	29.4	4.1	9.3	2.2	13.2
Osborne		8.4	.0050	2.6		10,880	.0038	1,295	4,185	2.9	3,706	41.3	16.1	31.1	27.4	18.8	25.5	5.6	11.9	3.2	19.1
Ottawa		7.0	.0041	2.4		7,558	.0027	1,080	3,149	2.4	3,140	52.2	24.0	27.9	29.1	14.5	23.2	2.9	7.3	2.5	16.4
Pawnee		10.1	.0060	2.5	4.2	14,528	.0051	1,438	5,810	2.7	5,382	25.2	6.8	29.1	17.7	28.1	26.2	9.7	14.3	7.9	35.0
Phillips		10.6	.0063	3.6	3.0	14,275	.0050	1,347	3,965	3.6	3,921	36.1	13.3	30.7	25.6	24.6	31.5	5.2	10.4	3.4	19.2
Pottawatomie		12.1	.0071	3.7		15,423	.0055	1,275	4,168	4.1	3,766	37.6	14.4	32.3	28.1	21.9	29.2	5.2	10.8	3.0	17.5
Pratt		12.8	.0076	4.0	8.3	21,833	.0077	1,706	5,458	4.1	5,276	24.7	6.8	25.0	15.4	33.2	31.7	10.1	15.1	7.0	31.0
Pratt		8.3	.0049	2.7		14,724	.0052	1,774	5,453	2.8	5,296	23.3	6.4	24.8	15.2	34.6	32.8	10.6	15.9	6.7	29.7
Rawlins		5.7	.0034	1.6		8,130	.0028	1,426	5,081	1.7	4,691	33.2	10.2	29.1	20.2	23.5	25.2	8.0	13.5	6.2	30.9

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KANSAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 Units %	$0-2,499 Inc. %	$2,500-3,999 Units %	$2,500-3,999 Inc. %	$4,000-6,999 Units %	$4,000-6,999 Inc. %	$7,000-9,999 Units %	$7,000-9,999 Inc. %	$10,000&over Units %	$10,000&over Inc. %
										Income Breakdown of Consumer Spending Units											
Reno	212	59.2	.0351	19.3	37.2	92,938	.0328	1,570	4,816	20.7	4,488	27.3	8.8	28.8	20.9	32.0	35.9	7.7	13.6	4.2	20.8
△Hutchinson		37.2	.0220	12.2		64,049	.0226	1,722	5,250	13.9	4,624	26.5	8.3	28.0	19.7	33.0	35.9	7.9	13.6	4.6	22.5
Republic		10.5	.0062	3.6	2.6	13,792	.0048	1,314	3,831	3.8	3,595	43.3	17.4	29.5	26.9	19.1	26.6	5.2	11.4	2.9	17.7
Rice		14.9	.0088	4.9	4.4	24,412	.0088	1,638	4,982	4.9	4,947	26.0	7.6	25.0	16.5	34.8	35.3	8.4	13.5	5.8	27.1
Riley		28.0	.0166	6.9	21.6	47,075	.0166	1,681	6,822	14.2	3,311	47.5	20.7	27.5	27.2	18.4	27.9	4.4	10.5	2.2	13.7
Manhattan		21.6	.0128	5.8		35,317	.0124	1,635	6,089	10.3	3,420	46.3	19.6	27.3	25.9	19.2	28.2	4.8	11.2	2.4	15.1
Rooks		10.7	.0063	3.3		14,714	.0052	1,375	4,469	3.4	4,366	29.8	9.9	27.5	20.5	30.7	35.3	8.2	14.9	3.8	19.4
Rush		7.1	.0042	2.2		11,352	.0040	1,599	5,160	2.3	5,041	28.7	8.2	25.0	16.3	30.5	30.4	9.1	14.2	6.7	30.9
Russell		13.2	.0079	4.0	7.1	23,072	.0081	1,748	5,768	4.3	5,392	20.7	5.5	23.6	14.4	39.1	36.4	9.8	14.4	6.8	29.3
Russell		7.1	.0042	2.5		14,266	.0050	2,009	5,706	2.5	5,764	16.8	4.2	22.9	13.0	42.2	36.8	10.3	14.1	7.8	31.9
Saline		41.1	.0243	13.3	33.5	67,240	.0237	1,636	5,056	14.5	4,635	26.6	8.3	27.5	19.4	33.6	36.5	7.6	13.0	4.7	22.8
Salina		33.5	.0198	10.9		56,961	.0201	1,700	5,226	12.2	4,672	26.3	8.1	27.2	19.1	34.0	36.6	7.8	13.1	4.7	23.1
Scott		5.0	.0030	1.3	3.3	8,379	.0030	1,676	6,445	1.5	5,409	26.5	7.1	23.2	14.1	32.9	30.5	9.6	14.0	7.8	34.3
Sedgwick	161	313.7	.1858	103.1	286.4	553,722	.1951	1,765	5,371	110.0	5,034	22.2	6.4	25.8	16.6	37.1	37.1	9.4	14.8	5.5	25.1
▲Wichita		240.5	.1425	80.2		446,343	.1573	1,856	5,565	88.4	5,046	22.2	6.4	25.7	16.5	37.1	37.0	9.5	14.9	5.5	25.2
Seward		12.4	.0074	3.7	10.8	25,095	.0088	2,024	6,782	4.0	6,198	19.8	4.6	23.4	12.4	35.5	28.8	11.1	14.2	10.2	40.0
Liberal		10.5	.0062	2.8		21,768	.0077	2,073	7,774	3.6	6,127	20.2	4.8	23.5	12.5	35.3	29.0	11.0	14.2	10.0	39.5
Shawnee	151	128.5	.0761	41.9	111.6	220,982	.0779	1,720	5,274	46.1	4,795	24.1	7.3	27.2	18.5	34.7	38.4	9.2	15.2	4.8	22.6
▲Topeka		97.0	.0575	32.7		180,054	.0634	1,856	5,506	37.2	4,839	24.1	7.2	26.8	18.2	34.8	36.1	9.3	15.2	5.0	23.3

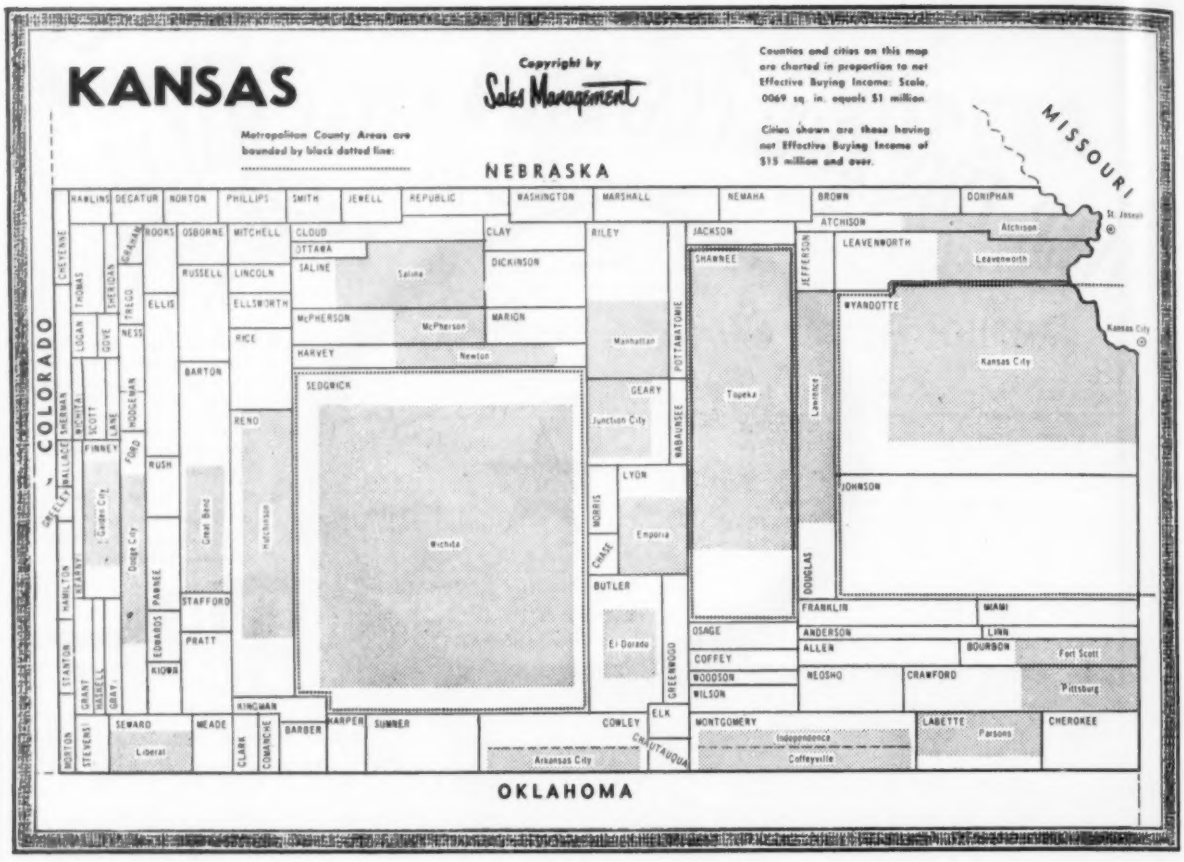
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.



KANSAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Sheridan		4.5	.0026	1.1		6,761	.0024	1,502	6,146	1.3	5,213	29.2	8.1	27.6	17.2	25.9	25.0	9.6	14.7	7.7	35.0
Sherman		8.9	.0041	2.1	4.4	11,890	.0042	1,723	5,662	2.3	5,116	25.5	7.2	26.7	17.0	32.1	31.6	9.1	14.1	6.6	30.1
Smith		8.2	.0049	2.7		8,922	.0031	1,088	3,304	2.7	3,298	42.7	18.7	29.8	29.5	21.7	33.1	4.3	10.2	1.5	8.5
Stafford		8.7	.0051	2.6		11,099	.0039	1,276	4,269	2.6	4,327	32.5	10.8	26.5	20.1	28.9	33.6	8.1	14.8	4.0	20.7
Stanton		1.8	.0011	.5		4,774	.0017	2,652	9,548	.6	7,712	20.8	3.9	31.5	13.3	19.7	12.8	10.2	10.5	17.8	59.5
Stevens		4.2	.0025	1.1	2.6	8,773	.0031	2,089	7,975	1.3	6,728	14.1	3.0	25.3	12.3	37.0	27.6	11.9	14.0	11.7	43.1
Sumner		26.5	.0157	8.9	9.2	38,092	.0134	1,437	4,280	9.0	4,213	32.5	11.1	28.1	21.8	28.8	34.4	6.9	13.0	3.7	19.7
Wellington		9.2	.0055	3.2		16,283	.0057	1,770	5,088	3.5	4,659	26.1	8.1	23.6	16.6	38.0	41.0	8.0	13.5	4.3	20.8
Thomas		7.5	.0044	2.3	3.8	14,731	.0052	1,964	6,405	2.6	5,625	23.6	6.1	25.8	14.9	33.0	29.5	9.0	12.7	8.6	36.8
Trego		5.2	.0031	1.5		7,355	.0026	1,414	4,903	1.5	4,923	30.1	8.8	27.2	18.1	26.8	27.3	9.4	15.1	6.5	30.7
Wabaunsee		6.7	.0040	2.2		7,651	.0027	1,142	3,479	2.4	3,205	43.5	19.6	31.3	31.9	20.7	32.4	3.0	7.4	1.5	8.7
Wallace		2.4	.0014	.7		4,156	.0015	1,733	5,940	.8	5,386	26.0	7.0	29.9	18.1	26.2	24.4	9.7	14.3	8.2	36.2
Washington		12.5	.0074	4.0		15,196	.0053	1,216	3,799	4.0	3,768	37.9	14.5	31.5	27.3	22.6	30.1	5.0	10.5	3.0	17.6
Wichita		2.7	.0016	.8		4,855	.0017	1,798	6,069	.8	6,388	36.8	8.3	21.1	10.8	18.7	14.7	9.6	11.9	13.8	54.3
Wilson		14.7	.0087	5.0	7.0	16,254	.0058	1,106	3,251	5.0	3,257	42.1	18.7	30.6	30.7	22.2	34.2	3.8	9.3	1.3	7.1
Woodson		5.9	.0035	2.6		7,122	.0025	1,207	3,561	2.1	3,403	40.7	17.3	32.9	31.5	19.9	29.4	4.6	10.7	1.9	11.1
Wyandotte	72	198.4	.1164	61.2	188.3	310,162	.1093	1,579	5,068	65.0	4,770	22.3	6.8	25.2	17.3	38.6	40.6	9.8	16.3	4.1	19.0
▲Kansas City		130.2	.0771	40.1		209,280	.0737	1,607	5,219	44.1	4,743	22.8	6.9	25.4	17.6	38.0	40.2	9.7	16.2	4.1	19.1
Total Above Cities		920.8	.5454	299.0		1,579,775	.5568	1,716	5,284	342.1	4,618	27.4	8.6	26.6	18.8	33.2	36.1	8.2	14.1	4.6	22.4
State Total		2109.0	1.2494	669.0	1225.6	3,314,208	1.1678	1,571	4,954	727.1	4,558	30.0	9.5	27.1	19.5	30.3	33.4	7.8	13.5	4.8	24.1

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the most profitable use of the Survey of Buying Power data.

He's a farm dog, too!



"TREMENDOUS PENETRATION OF THE FARM MARKET"

. . . says RCA

January 21, 1957.

"We have just reviewed the results of RCA's 'Big Four' and 'Win a Freezer' contest promotion in your Weekly Star Farmer for 1956.

As you know, the 'Big Four part of the promotion was specifically designed to move the new RCA Whirlpool freezer line to the dealer's floor. Its success can be measured by orders for 600 units during the 90-day period, with over 150 scheduled for delivery during the first week of this promotion.

Your Weekly Star Farmer, with its tremendous penetration of the farm market, was the basic media used to move this merchandise from the dealer's floor to the ultimate consumer. It enabled us to become number one in the Southwestern region, encompassing 14 states. I also understand, although no record of such is kept, that we attained top position in the national standing of freezer sales.

I can assure you that with our new lines to be introduced in 1957 the Weekly Star Farmer will play a major role in tapping the tremendous farm market in our area.

Again many thanks for your helpful suggestions and co-ordinating efforts."

Yours very truly,

RCA VICTOR DISTRIBUTING CORP.

Larry Wells

L. R. Wells,
Sales Manager—Appliance Division
Fairfax & Funston Roads,
Kansas City 15, Kansas

Weekly Star Farmer is a standout advertising medium because more than 420,000 farm families read it, like it, find it useful in their lives . . . and have for the past 67 years. Their loyalty, won through longtime editorial support of farm goals, is a guarantee of superior advertising results.

By any test, Weekly Star Farmer is your No. 1 buy in the crop-rich, stock-rich Missouri and Kansas market.

Weekly Star Farmer

Largest Weekly Farm Publication in America

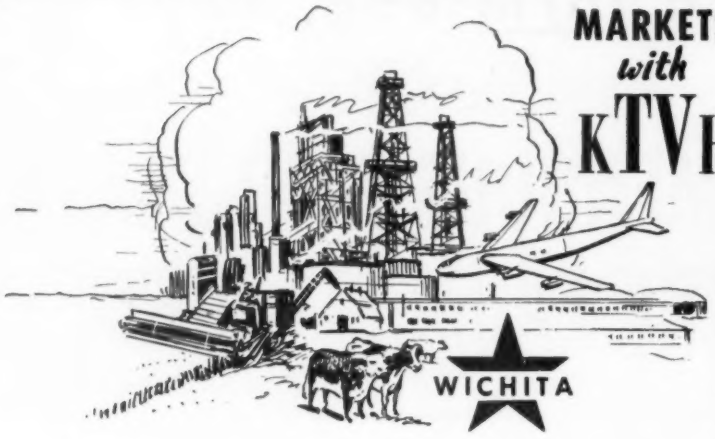
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Main Office and Studio in Hutchinson —
Office and Studio in Wichita.
HOWARD O. PETERSON, *General Manager*
Represented Nationally by H-R Television, Inc.

KANSAS METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Hutchinson	212	59.2	.0351	19.3	37.2	92,938	.0328	1,570	4,815
Topeka	151	128.8	.0761	41.9	111.6	220,982	.0779	1,720	5,274
Wichita	161	313.7	.1858	103.1	288.4	553,722	.1951	1,765	5,371
Total Above Areas		501.4	.2970	164.3	435.2	867,642	.3058	1,730	5,281

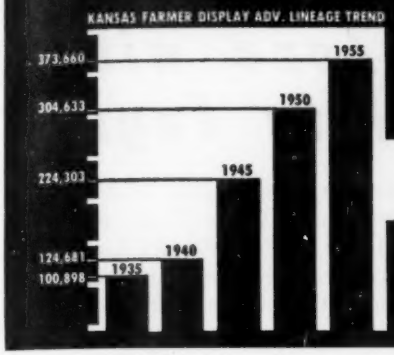
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Allen		16,856	.0088	3,065	.0081	81	88	3,697	722	1,077	768	815	3,671	1,729	2,092	443
Iola		11,590	.0060		.0043	105	146	2,460	498	898	706	629	2,896	931	1,158	304
Anderson		7,915	.0041	2,553	.0044	75	69	1,884	409	483	222	119	2,132	539	1,247	224
Atchison		19,094	.0099	2,983	.0107	86	80	4,487	988	1,783	1,311	1,074	3,981	1,215	1,913	813
Atchison		17,302	.0090		.0077	100	117	4,378	815	1,619	1,311	1,027	3,772	767	1,450	729
Barber		11,944	.0062	3,853	.0058	104	111	2,960	388	388	345	454	2,824	982	2,142	570
Barton		46,196	.0240	4,358	.0224	111	119	9,459	2,460	4,324	2,749	2,588	10,142	4,667	4,797	1,694
Great Bend		31,742	.0165		.0130	129	163	6,528	1,166	3,919	2,017	1,740	8,123	2,896	2,220	1,170
Bourbon		17,310	.0090	2,885	.0085	83	88	3,776	906	1,332	763	1,010	3,634	1,734	2,602	481
Fort Scott		15,865	.0082		.0063	102	132	3,326	670	1,065	763	1,010	3,634	1,481	2,398	459
Brown		12,607	.0066	2,521	.0072	83	76	2,873	514	607	294	397	2,561	1,026	1,846	530
Butler		45,580	.0236	3,736	.0212	96	107	9,001	2,620	3,102	1,496	1,944	10,388	5,686	4,600	1,183
El Dorado		23,834	.0124		.0087	119	170	5,210	867	1,790	1,278	1,253	6,053	2,592	2,274	758
Chase		3,426	.0018	2,141	.0023	82	64	688	226	208	165	165	570	296	534	137
Chautauqua		7,969	.0042	3,622	.0033	85	106	1,305	307	211	66	90	1,742	938	1,001	290
Cherokee		16,834	.0087	2,131	.0106	74	60	5,026	793	1,164	882	601	3,252	2,047	1,712	651
Cheyenne		4,026	.0021	2,684	.0025	86	72	729	331	204	120	65	1,231	464	555	142
Clark		3,138	.0016	2,853	.0021	100	76	709	142	73	46	99	833	186	416	258
Clay		13,884	.0072	3,752	.0061	94	111	2,403	600	879	327	253	3,072	751	2,246	239
Clay Center		11,397	.0059		.0036	129	211	1,568	481	746	263	253	2,644	571	1,842	156
Cloud		17,958	.0094	3,592	.0081	89	103	3,922	845	1,547	567	477	4,194	1,383	2,620	651
Concordia		11,590	.0060		.0046	107	140	2,353	556	1,421	455	360	2,786	820	1,468	488
Coffey		8,410	.0043	3,238	.0043	83	83	1,487	473	503	135	79	1,447	1,239	1,542	375

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Before using these figures, read foreword, page 11.

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KANSAS

COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Comanche		2,820	.0015	2,350	.0019	90	71	679	53	240	22	122	600	327	549	155
Cowley		46,485	.0241	3,874	.0206	94	111	9,300	2,016	4,044	1,783	1,877	11,264	3,644	4,887	1,379
Arkansas City		22,788	.0118		.0089	105	139	5,204	1,034	2,239	780	1,236	4,949	1,716	2,368	812
Winfield		19,097	.0099		.0076	117	152	3,645	771	1,709	1,003	641	5,424	1,550	2,231	555
Crawford		38,333	.0200	2,719	.0201	83	83	9,535	1,929	3,968	1,649	3,496	6,408	3,116	4,273	1,456
Pittsburg		25,830	.0134		.0124	94	102	6,336	1,246	3,681	1,555	1,119	4,582	1,701	2,511	1,132
Decatur		5,255	.0027	2,389	.0034	94	75	1,075	312	201	303	174	1,084	558	1,138	150
Dickinson		22,092	.0115	2,946	.0116	88	85	4,672	932	1,665	760	1,057	4,809	2,146	2,992	626
Abilene		12,669	.0066		.0047	115	161	2,305	458	1,183	485	424	3,445	955	1,760	331
Doniphan		6,120	.0031	1,855	.0045	69	48	1,888	323	219	61	...	388	972	1,131	182
Douglas		40,050	.0208	4,129	.0197	99	105	8,614	2,542	3,919	2,434	2,066	9,138	2,787	4,985	1,406
Lawrence		34,952	.0182		.0151	114	137	7,789	1,955	3,269	2,321	1,944	8,141	1,895	3,507	1,259
Edwards		6,172	.0032	3,248	.0031	89	91	1,034	200	194	250	215	1,828	497	1,258	211
Elk		3,832	.0020	1,916	.0026	74	57	938	189	197	138	116	922	516	432	140
Ellis		25,906	.0135	4,982	.0115	95	112	4,702	1,055	1,881	1,208	1,029	7,545	2,172	3,434	574
Hays		20,474	.0106		.0074	117	168	3,283	774	1,711	986	902	6,609	1,403	2,589	328
Ellsworth		8,322	.0043	2,972	.0045	82	78	1,864	290	153	264	486	1,809	805	1,389	333
Finney		23,596	.0123	5,487	.0102	117	141	4,817	1,175	2,297	1,107	1,096	5,920	1,932	3,006	530
Garden City		22,418	.0116		.0087	130	173	4,750	1,018	2,246	1,107	1,047	5,668	1,856	2,890	530
Ford		30,792	.0160	5,048	.0131	116	142	4,450	1,474	3,388	977	1,298	6,626	3,231	5,038	834
Dodge City		25,177	.0131		.0096	132	179	3,776	1,022	3,117	977	1,118	6,266	2,700	3,995	754
Franklin		21,996	.0114	3,333	.0104	86	94	5,527	925	1,895	894	764	4,209	1,817	2,988	698
Ottawa		17,051	.0089		.0067	103	137	3,445	442	1,748	894	575	4,209	1,057	2,102	612
Geary		28,299	.0147	4,288	.0127	107	124	5,967	1,937	1,994	1,041	1,400	8,176	2,193	2,845	787
Junction City		27,284	.0142		.0107	108	143	5,916	1,828	1,976	1,026	1,359	8,176	1,724	2,758	787
Gove		2,957	.0015	2,957	.0020	77	58	691	134	58	52	137	576	251	692	123
Graham		4,719	.0025	3,146	.0025	74	74	869	211	94	120	41	1,218	462	1,297	232
Grant		6,411	.0033	4,579	.0030	111	122	1,283	374	247	290	109	1,561	453	1,221	166
Gray		3,491	.0018	2,685	.0029	97	60	618	170	85	33	72	492	392	1,410	167
Greeley		2,027	.0011	3,378	.0012	100	92	373	88	20	...	...	286	200	879	52
Greenwood		12,966	.0067	3,325	.0064	89	93	2,598	776	469	495	415	2,383	1,727	2,085	461
Hamilton		4,265	.0022	5,331	.0020	111	122	817	240	107	79	170	1,145	630	592	118
Harper		11,073	.0058	3,572	.0052	87	97	2,435	497	621	341	431	2,208	1,076	2,371	480
Harvey		28,369	.0147	3,783	.0141	98	102	5,594	1,334	2,043	963	1,332	7,451	2,645	3,154	677
Newton		22,244	.0116		.0090	111	143	4,384	994	1,893	656	1,262	7,094	2,004	2,157	500
Haskell		2,800	.0015	4,000	.0018	113	94	519	137	133	154	60	715	395	487	111
Hodgeman		2,642	.0013	2,936	.0017	81	62	307	115	75	...	...	611	214	765	82
Jackson		9,075	.0048	2,669	.0047	77	79	2,510	437	675	218	405	1,702	1,056	1,286	176
Jefferson		8,858	.0046	2,461	.0049	74	70	1,742	356	214	52	1,129	1,136	994	2,203	255
Jewell		4,595	.0024	1,584	.0037	70	45	1,137	193	284	17	70	721	767	992	158
Johnson	72	84,386	.0438	2,220	.9788	108	62	29,142	3,043	4,815	2,920	2,843	14,340	7,162	10,488	4,841
Kearny		2,083	.0011	2,314	.0017	100	65	544	45	92	...	26	308	186	687	92
Kingman		8,953	.0046	2,633	.0049	74	70	2,097	431	488	106	454	2,173	882	1,389	250
Kiowa		5,165	.0027	3,689	.0029	104	96	992	355	81	169	180	1,368	817	789	243
Labette		28,877	.0150	2,977	.0145	82	85	6,954	1,238	1,983	1,229	1,676	6,614	1,957	3,003	907
Parsons		18,932	.0098		.0083	93	110	4,455	694	1,706	1,168	1,161	4,942	1,363	1,038	692
Lane		3,393	.0018	3,393	.0021	105	90	770	162	125	19	140	1,099	257	612	104
Leavenworth		29,826	.0154	2,983	.0185	86	72	7,664	1,608	2,514	1,642	1,560	6,894	1,540	2,183	1,169
Leavenworth		26,307	.0137		.0125	97	106	6,838	1,396	2,383	1,592	1,485	6,001	1,060	1,576	1,031

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Before using these figures, read foreword, page 11.

Sell Wichita's "BILLION DOLLAR" Trading Zone with The Wichita Eagle



With spendible income over one billion dollars, with employment increasing at a rapid pace, Wichita is the market to cultivate in the mid-west, and the Wichita Eagle is the newspaper to use for this purpose. The Eagle leads in retail zone – the Eagle leads in city zone. A total of approximately 13 thousand newspaper families can *only* be reached with the Eagle.

EAGLE CIRCULATION LEAD

12,948

City and Retail Zone Families

A.B.C. CITY ZONE

MORNING EAGLE	68,739
EVENING EAGLE	68,339
EVENING BEACON	56,486

A.B.C. RETAIL ZONE

MORNING EAGLE	25,745
EVENING BEACON	25,050

Source: A.B.C. 9/30/56 Publisher Statements

Ask for your copy
WICHITA EAGLE
Official 1957
CONSUMER ANALYSIS

WICHITA RETAIL ZONE

Population	635,200
Households	206,000
Buying Income	$1,022,730,000
Retail Sales	$ 762,664,000

METROPOLITAN WICHITA

Population	313,700
Households	103,100
Buying Income	$553,722,000
Retail Sales	$406,760,000

KANSAS STATE TOTAL

Population	2,109,000
Households	669,000
Buying Income	$3,317,208,000
Retail Sales	$2,286,759,000

MORNING • EVENING • SUNDAY
Represented by O'Mara & Ormsbee

ESTABLISHED 1872

WICHITA EAGLE
A member of the Metro Sunday Comics Network

KANSAS — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lincoln		5,174	.0027	2,587	.0032	82	69	1,074	205	676	90	274	1,118	567	841	78
Linn		9,219	.0048	3,073	.0042	79	91	1,341	240	241	195	319	2,367	993	1,548	203
Logan		4,721	.0025	3,934	.0023	92	100	954	161	449	110	168	985	432	840	103
Lyon		31,153	.0162	3,994	.0142	97	111	6,150	1,896	2,488	2,403	1,195	5,638	3,319	3,057	1,325
Emporia		27,388	.0142		.0106	119	160	5,604	1,623	2,097	2,403	1,175	5,531	2,211	2,342	1,256
McPherson		23,267	.0120	3,102	.0125	91	87	4,623	840	1,684	973	989	5,098	1,887	4,047	853
McPherson		14,579	.0076		.0062	115	141	3,079	323	1,199	841	669	3,835	825	2,093	606
Marion		15,330	.0080	2,948	.0077	79	82	2,616	595	702	173	499	3,443	1,828	2,650	438
Marshall		17,203	.0089	3,072	.0088	88	87	3,210	870	1,065	431	382	2,833	1,422	2,644	2,362
Meade		4,563	.0024	3,042	.0033	108	77	1,024	209	177	54	83	1,245	401	918	222
Miami		18,083	.0094	3,172	.0089	80	85	3,933	748	1,133	531	722	4,163	1,568	1,917	561
Mitchell		14,813	.0077	4,938	.0055	98	138	1,940	411	491	326	946	3,351	1,448	1,861	373
Montgomery		56,710	.0295	3,416	.0266	93	103	13,987	2,113	4,093	3,811	3,327	12,100	4,511	5,197	2,032
Coffeyville		30,820	.0160		.0119	111	150	7,315	1,130	2,955	2,558	1,906	7,036	2,156	2,766	1,052
Independence		17,333	.0090		.0074	106	129	4,127	541	1,400	1,111	1,111	3,880	1,134	1,668	662
Morris		7,336	.0038	2,934	.0040	83	79	1,417	238	428	40	138	1,428	722	1,462	91
Morton		4,398	.0023	4,887	.0024	133	128	998	310	168	130	56	362	345	1,095	144

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Before using these figures, read foreword, page 11.

KANSAS

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Nemaha		12,870	.0068	3,139	.0068	81	81	2,272	594	808	457	570	1,887	1,474	2,713	461
Neosho		20,654	.0108	3,083	.0101	83	89	4,474	597	1,884	839	994	4,172	1,709	2,530	618
Chanute		15,705	.0082		.0064	103	132	3,565	455	1,561	807	790	3,552	991	1,665	462
Ness		4,703	.0024	2,475	.0032	86	65	1,155	109	340	136	214	932	334	1,047	179
Norton		9,603	.0050	3,430	.0043	80	93	1,754	347	490	344	461	2,009	839	1,401	373
Osage		12,257	.0064	2,786	.0064	81	81	2,853	544	322	206	509	2,434	998	2,079	315
Osborne		6,123	.0032	2,355	.0039	78	64	1,457	389	282	216	396	1,349	637	989	186
Ottawa		5,611	.0029	2,338	.0030	73	71	1,097	226	323	66	167	1,065	484	1,067	173
Pawnee		10,145	.0052	4,058	.0054	90	87	2,278	610	884	417	155	2,333	960	1,731	381
Phillips		9,851	.0052	2,736	.0053	84	83	1,844	430	645	278	554	1,708	790	1,623	291
Pottawatomie		14,368	.0074	3,883	.0064	90	104	2,238	560	376	341	341	4,047	1,394	1,889	382
Pratt		20,031	.0104	5,008	.0085	112	137	3,490	833	1,609	329	1,224	4,775	1,858	2,439	613
Pratt		18,355	.0095		.0064	131	194	3,199	752	1,609	329	851	4,775	1,702	2,168	429
Rawlins		4,408	.0023	2,754	.0027	79	68	876	317	184	213	73	333	620	963	150
Reno	212	72,936	.0379	3,779	.0348	99	108	14,254	3,687	10,592	4,221	4,070	15,989	4,317	7,544	2,196
△Hutchinson		62,966	.0327		.0255	116	149	12,259	3,320	10,275	4,188	3,594	13,810	3,283	5,609	1,962
Republic		8,359	.0043	2,322	.0049	79	69	1,675	543	520	227	246	1,700	1,560	1,091	274
Rice		13,472	.0070	2,749	.0082	93	80	3,626	563	753	243	991	3,011	1,128	2,132	481
Riley		40,569	.0211	5,880	.0180	108	127	7,759	3,092	3,735	3,013	1,881	8,618	3,480	3,791	1,183
Manhattan		35,421	.0184		.0143	112	144	6,820	2,709	3,594	3,013	1,614	8,041	2,349	2,867	1,061
Rooks		12,013	.0063	3,640	.0057	90	100	2,396	633	427	289	333	2,298	1,254	2,568	377
Rush		6,721	.0034	3,055	.0039	93	81	1,119	231	271	250	142	1,414	866	1,475	261
Russell		15,100	.0079	3,775	.0080	101	100	3,191	840	885	588	746	4,082	1,358	1,521	621
Russell		11,928	.0062		.0052	124	148	2,590	585	688	588	717	3,339	1,036	1,188	554
Saline		63,112	.0328	4,745	.0285	109	135	11,802	3,819	8,300	3,577	2,299	15,933	4,755	6,489	1,668
Salina		59,219	.0308		.0233	118	156	11,145	3,487	8,292	3,577	2,250	14,721	4,363	5,416	1,593
Scott		7,219	.0037	5,553	.0032	107	123	1,493	466	214	310	201	988	1,140	1,442	288
Sedgwick	161	406,760	.2113	3,945	.1981	107	114	78,963	22,553	51,925	27,254	23,706	85,703	27,360	35,804	15,797
▲Wichita		382,986	.1989		.1668	117	140	75,049	20,738	51,599	27,206	23,347	82,095	24,389	29,600	15,238
Seward		20,944	.0109	5,661	.0092	124	147	3,726	918	1,541	783	1,138	5,088	1,628	2,873	647
Liberal		20,444	.0106		.0083	134	171	3,613	884	1,541	783	1,138	5,088	1,688	2,798	647
Shawnee	151	165,385	.0859	3,947	.0799	105	113	34,531	8,286	20,660	10,890	14,005	31,351	12,315	12,613	5,998
▲Topeka		153,485	.0797		.0671	117	139	30,185	7,202	20,539	10,657	13,824	31,231	10,016	10,689	5,769
Sheridan		3,812	.0020	3,465	.0023	88	77	531	203	115	103	154	913	209	926	93
Sherman		7,548	.0039	3,594	.0041	100	95	1,462	374	536	260	272	2,264	437	1,295	202
Smith		6,268	.0033	2,321	.0035	71	67	1,231	377	542	53	223	1,053	1,136	1,187	170
Stafford		7,665	.0040	2,948	.0042	82	78	1,413	483	301	103	431	2,113	367	1,395	169
Stanton		1,686	.0008	3,392	.0013	118	73	218	93	70	...	128	197	76	748	76
Stevens		5,179	.0027	4,708	.0029	116	108	979	195	194	160	207	1,790	320	801	256
Sumner		28,633	.0139	2,992	.0140	89	89	5,632	1,178	1,386	744	1,537	5,961	2,714	4,194	740
Wellington		11,642	.0060		.0058	105	109	2,822	512	857	513	423	2,831	540	1,772	337
Thomas		11,361	.0059	4,940	.0052	118	134	2,063	743	618	399	319	2,411	897	2,062	340
Trego		5,567	.0029	3,711	.0028	90	94	1,038	195	255	151	392	1,106	908	1,064	200
Wabaunsee		5,099	.0026	2,318	.0030	75	65	1,132	135	220	...	205	1,187	449	800	182
Wallace		1,924	.0010	2,749	.0013	93	71	198	61	22	19	...	648	288	367	48
Washington		6,761	.0035	1,690	.0052	70	47	1,489	391	232	17	251	1,104	539	2,024	157
Wichita		2,907	.0015	3,634	.0016	100	94	524	352	146	46	71	757	251	538	...
Wilson		12,712	.0066	2,542	.0066	76	76	3,186	529	508	449	600	2,679	961	1,477	439
Woodson		5,103	.0027	2,552	.0028	80	77	1,126	282	287	41	210	1,106	623	870	150
Wyandotte	72	171,216	.0889	2,798	.1046	90	76	43,161	10,227	13,710	7,542	8,467	45,117	12,529	12,594	7,414
▲Kansas		155,767	.0809		.0765	99	105	37,475	8,909	13,187	7,400	8,196	42,942	10,948	10,571	6,786
Total Above Cities		1,436,581	.7461		.6115	112	137	296,796	71,855	161,712	87,317	82,150	338,121	98,673	127,504	51,801
State Total		2,286,759	1.1879	3,418	1.1902	95	95	487,873	115,891	200,852	106,887	114,395	499,935	191,482	289,468	82,298

RETAIL SALES — SM ESTIMATES, 1956

METRO. AREAS																
△Hutchinson	212	72,936	.0379	3,779	.0348	99	108	14,254	3,687	10,592	4,221	4,070	15,989	4,317	7,544	2,196
Topeka	151	165,385	.0859	3,947	.0799	105	113	34,531	8,286	20,660	10,890	14,005	31,351	12,315	12,613	5,998
Wichita	161	406,760	.2113	3,945	.1981	107	114	78,963	22,553	51,925	27,254	23,706	85,703	27,360	35,804	15,797
Total Above Areas		645,081	.3351	3,926	.3128	105	113	127,748	34,526	83,177	42,365	41,781	133,043	43,992	55,961	23,991

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Before using these figures, read foreword, page 11.

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.

OWENSBORO IS NOW THIRD IN KENTUCKY IN RETAIL SALES. (Outside Cincinnati Area).

SERVED BY A SINGLE DAILY AND SUNDAY NEWSPAPER.

Messenger INQUIRER

The Owensboro Messenger 1874 — Combined January 2, 1929, With — THE OWENSBORO INQUIRER, 1884

WITH AN ALL-DAY OR SUNDAY CIRCULATION OF MORE THAN 23,000.

94.8% COVERAGE OF OWENSBORO AND DAVIESS COUNTY

OWENSBORO PUBLISHING COMPANY — OWENSBORO, KENTUCKY

KENTUCKY — (Other East South Central States: Alabama, Mississippi, Tennessee.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Map, page 388

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Ashland	Boyd	33.8	419	114	41	28	43	39	33	39	23	12
Bowling Green	Warren	27.6	338	77	54	18	25	16	28	41	23	13
Corbin	Whitley	10.7	163	42	19	15	12	7	15	20	10	16
Covington	Kenton	68.4	792	235	190	61	40	30	36	41	34	34
Danville	Boyle	10.2	141	29	11	9	17	11	14	18	12	
Elizabethtown	Hardin	9.3	130	15	19	11	13	7	17	16	9	4
Fort Thomas	Campbell	13.1	57	10	9	11	0	6	1	9	2	3
Frankfort	Franklin	22.8	235	48	34	15	23	15	13	31	14	7
Glasgow	Barren	7.9	172	52	15	17	9	11	14	15	15	5
Harlan	Harlan	4.8	98	23	13	5	13	5	14	6	3	4
Hazard	Perry	7.2	125	34	19	9	12	8	10	9	4	3
Henderson	Henderson	19.5	285	56	43	9	22	19	21	35	30	9
Hopkinsville	Christian	15.2	276	62	56	20	29	13	15	27	17	8
Lexington	Fayette	58.6	981	188	184	72	91	55	44	83	58	29
Louisville	Jefferson	419.0	4,111	925	940	356	298	171	149	324	181	188
Madisonville	Hopkins	13.8	207	67	23	22	13	10	24	21	11	3
Mayfield	Graves	13.1	225	61	22	28	21	11	14	19	19	4
Maysville	Mason	9.2	170	36	40	6	18	7	12	10	9	6
Middlesborough	Bell	14.7	170	52	24	15	10	15	7	12	11	3
Murray	Calloway	10.1	184	43	17	11	6	9	33	20	15	6
Newport	Campbell	32.4	450	118	117	37	31	17	27	20	17	15
Owensboro	Daviess	43.0	555	136	98	39	43	33	34	55	36	18
Paducah	McCracken	48.1	584	156	121	28	38	29	39	50	21	27
Paris	Bourbon	8.0	132	27	21	12	10	7	5	12	12	3
Pikeville	Pike	5.8	157	47	19	13	17	16	13	7	7	5
Richmond	Madison	12.6	184	31	29	16	14	8	13	17	15	6
Shelbyville	Shelby	4.6	113	23	11	14	6	6	12	9	14	2
Somerset	Pulaski	8.0	176	43	21	21	15	12	13	14	11	5
Winchester	Clark	9.6	167	31	17	9	18	11	15	14	17	5

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Adair		13.9	.0082	3.6		9,682	.0034	697	2,689	4.0	2,417	66.1	40.1	24.2	33.4	7.2	15.1	1.6	5.2	.9	6.2
Allen		12.9	.0076	3.9		10,037	.0035	778	2,574	4.0	2,528	59.8	34.7	28.7	37.6	9.4	19.1	1.5	4.7	.6	3.9
Andersen		7.6	.0045	2.1		7,843	.0028	1,032	3,735	2.3	3,340	40.2	17.6	38.0	35.8	18.7	28.6	3.4	8.3	1.7	9.7
Ballard		15.4	.0092	4.9		12,924	.0045	839	2,638	4.9	2,651	53.9	29.9	32.1	40.2	12.2	23.5	1.3	3.8	.5	2.6
Barren		28.3	.0167	8.2	7.9	27,630	.0098	976	3,370	8.8	3,127	51.5	24.2	29.0	30.8	14.5	23.7	2.8	7.2	2.2	14.1
Glasgow		7.9	.0047	2.6		11,138	.0039	1,410	4,284	2.9	3,785	42.6	16.5	28.3	24.8	20.9	28.2	4.7	9.9	3.5	20.6
Bath		9.2	.0055	2.4		7,159	.0025	778	2,983	2.6	2,767	54.3	28.6	30.6	36.3	11.8	21.7	2.2	6.3	1.1	7.1
Bell		36.0	.0213	8.4	18.7	28,630	.0101	795	3,408	9.1	3,158	44.5	20.7	35.3	37.1	16.1	26.0	2.5	6.3	1.6	9.9
Middlesborough		14.7	.0087	3.9		14,485	.0051	985	3,714	4.2	3,415	42.1	18.1	34.2	33.3	18.1	27.0	3.3	7.7	2.3	13.9
Boone		18.5	.0110	5.2		21,058	.0074	1,138	4,050	5.7	3,719	34.2	13.5	32.1	28.6	26.7	36.6	5.1	11.1	1.9	10.2
Bourbon		17.6	.0104	5.1	8.0	22,507	.0079	1,279	4,413	5.7	3,978	38.7	14.3	30.7	25.6	21.5	27.6	5.2	10.5	3.9	22.0
Paris		8.0	.0047	2.5		13,520	.0048	1,690	5,408	3.3	4,124	36.7	13.1	30.4	24.4	22.9	28.3	5.8	11.3	4.2	22.9
Boyd	65	55.7	.0330	15.3	43.2	77,257	.0273	1,387	5,049	16.8	4,604	25.6	8.2	26.3	18.9	36.0	39.9	8.3	14.5	3.8	18.5
▲Ashland		33.8	.0200	9.8		53,132	.0187	1,572	5,422	11.0	4,852	24.0	7.3	25.1	17.2	37.1	39.0	9.2	15.2	4.6	21.3
Boyle		20.9	.0124	5.4	10.2	23,432	.0082	1,121	4,339	6.2	3,759	40.9	16.0	28.6	25.2	22.1	30.0	5.4	11.5	3.0	17.3
Danville		10.2	.0060	3.5		14,952	.0053	1,466	4,272	3.7	3,999	38.3	14.1	27.1	22.5	24.8	31.7	6.3	12.6	3.5	19.1
Bracken		9.5	.0056	3.0		9,252	.0033	974	3,084	3.0	3,068	43.4	20.8	35.2	38.1	18.0	30.0	2.5	6.4	.9	4.7
Breathitt		17.7	.0105	3.5		9,318	.0033	526	2,662	4.1	2,287	68.4	43.9	23.6	34.3	6.2	13.7	1.3	4.5	.5	3.6
Breckinridge		13.2	.0078	3.7		11,281	.0039	855	3,049	4.0	2,816	54.4	28.4	27.9	32.8	14.1	25.6	2.7	7.6	.9	5.6
Bullitt		14.3	.0085	4.0		14,743	.0052	1,031	3,686	4.3	3,441	39.0	16.6	31.5	30.5	23.7	35.1	4.4	10.2	1.4	7.6
Butler		9.0	.0053	2.2		6,244	.0022	694	2,838	2.8	2,271	68.3	44.1	23.6	34.5	6.7	15.0	1.0	3.5	.4	2.9
Caldwell		14.1	.0084	4.3	5.8	15,743	.0056	1,117	3,661	4.8	3,280	48.1	21.7	30.6	31.1	15.7	24.6	3.3	8.1	2.3	14.5
Calloway		20.8	.0123	6.3	10.1	21,765	.0076	1,046	3,455	7.6	2,867	51.3	26.3	31.4	36.2	14.4	25.7	1.8	5.0	1.1	6.8
Murray		10.1	.0060	3.1		14,210	.0050	1,407	4,584	4.7	3,025	48.9	23.7	31.3	34.3	16.3	27.4	2.1	5.7	1.4	8.9
Campbell	29	88.5	.0524	27.4	70.6	133,796	.0472	1,512	4,883	28.1	4,758	23.2	7.2	26.4	18.3	37.4	40.2	8.9	15.0	4.1	19.3
Newport		32.4	.0192	10.2		49,124	.0173	1,516	4,816	11.1	4,418	23.3	7.7	29.6	22.3	36.6	42.3	7.6	13.8	2.9	13.9
Fort Thomas		13.1	.0078	3.8		25,016	.0088	1,910	6,583	4.3	5,852	24.4	6.1	18.9	10.8	36.1	31.5	12.0	16.4	8.6	35.2

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

LEXINGTON, KY.



- World's largest horse-sales center
- World's largest loose-leaf tobacco market.
- Manufacturing center for nationally distributed products. New IBM plant.
- Site of government hospitals and offices with multi-million dollar payrolls.
- Kentucky's largest educational center. New Medical School under construction.
- Richest livestock and general farming region in South.
- Second largest retail and wholesale center in Kentucky.

LEXINGTON HERALD-LEADER

Represented by KATZ AGENCY

Lexington Herald (Morning) | Sunday Herald-Leader | Lexington Leader (Evening)

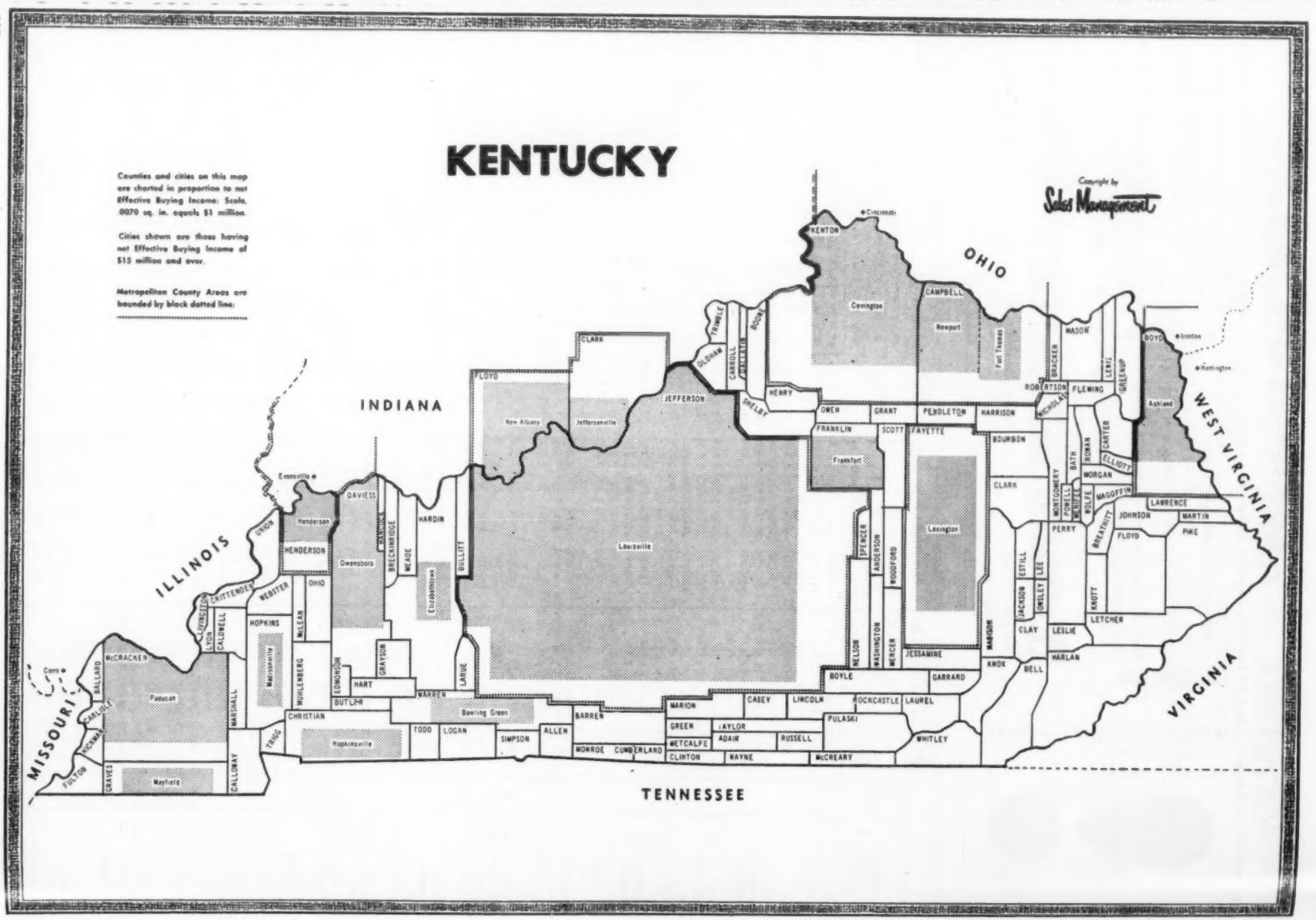
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

KENTUCKY COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Carlisle		6.1	.0036	1.8		4,879	.0017	800	2,711	1.8	2,681	53.4	29.2	30.6	37.8	14.3	27.3	1.5	4.6	.2	1.1
Carroll		8.6	.0051	2.6	3.4	10,361	.0037	1,205	3,985	2.9	3,628	39.9	16.1	35.7	32.7	17.9	25.1	3.5	7.6	3.0	18.3
Carter		20.5	.0122	4.9		15,231	.0053	743	3,108	5.1	2,980	48.2	23.8	34.5	38.3	13.6	23.2	2.4	6.6	1.3	8.1
Casey		14.0	.0083	3.3		8,920	.0032	637	2,703	3.6	2,484	60.5	35.8	28.3	37.6	9.6	19.8	1.1	3.5	.5	3.3
Christian		50.8	.0300	12.8	22.9	61,282	.0216	1,206	4,788	18.7	3,286	45.8	20.5	32.9	33.2	15.8	24.5	3.3	8.0	2.2	13.8
Hopkinsville		15.2	.0090	3.3		19,811	.0070	1,303	6,003	5.6	3,521	43.8	18.3	32.5	30.7	17.0	24.6	3.8	8.7	2.9	17.7
Clark		19.2	.0114	5.6	9.6	23,727	.0083	1,238	4,237	6.2	3,841	39.8	15.2	30.3	26.2	21.8	28.9	4.6	9.6	3.5	20.1
Winchester		9.6	.0057	3.0		13,590	.0048	1,416	4,530	3.6	3,824	40.8	15.7	29.6	25.6	21.3	28.5	4.8	10.2	3.5	20.0
Clay		18.3	.0109	3.7		10,676	.0038	583	2,885	4.0	2,697	56.4	30.7	30.3	37.3	10.9	20.6	1.2	3.5	1.2	7.9
Clinton		10.4	.0061	2.5		6,677	.0023	642	2,671	2.7	2,507	60.3	35.3	28.2	37.3	9.4	19.1	1.6	5.1	.5	3.2
Crittenden		10.4	.0062	3.0		8,423	.0030	810	2,806	3.0	2,813	54.6	28.5	28.8	33.8	13.2	24.0	2.3	6.7	1.1	7.0
Cumberland		8.9	.0053	2.3		5,951	.0021	669	2,587	2.5	2,378	67.4	41.6	23.0	32.0	7.4	15.9	1.4	4.6	.8	5.9
Daviess		64.1	.0379	18.1	43.0	84,698	.0299	1,321	4,679	20.4	4,156	32.9	11.6	30.6	24.6	26.7	32.7	6.2	11.9	3.6	19.2
Owensboro		43.0	.0255	12.7		64,693	.0228	1,504	5,094	15.0	4,305	31.0	10.6	30.5	23.4	28.0	33.2	6.6	12.4	3.9	20.4
Edmonson		7.3	.0044	1.8		4,650	.0016	637	2,583	1.8	2,519	60.2	35.1	28.7	37.8	9.0	18.2	1.4	4.5	.7	4.4
Elliott		7.8	.0048	1.6		4,613	.0016	591	2,883	1.8	2,526	58.8	34.1	28.7	37.8	10.5	21.2	1.7	5.4	.3	1.5
Estill		12.8	.0078	3.2	2.9	10,457	.0037	817	3,268	3.5	3,024	50.2	24.4	29.4	32.1	16.3	27.6	2.7	7.2	1.4	8.7
Fayette	78	120.1	.0711	34.5	84.8	193,006	.0680	1,607	5,594	43.7	4,417	35.1	11.7	28.3	21.2	24.5	28.3	7.1	12.9	5.0	25.9
▲Lexington		58.8	.0348	17.3		95,889	.0338	1,631	5,543	24.5	3,908	40.1	15.1	29.2	24.7	21.5	28.1	5.6	11.5	3.6	20.6
Fleming		9.0	.0053	2.6		7,164	.0025	796	2,755	2.6	2,714	55.4	30.0	29.6	36.1	12.2	23.0	2.0	5.9	.8	5.0
Floyd		39.4	.0234	8.6	2.8	31,069	.0110	789	3,613	9.2	3,365	39.0	17.0	37.1	36.7	18.9	28.6	3.2	7.6	1.8	10.1
Franklin		26.3	.0156	7.8	22.8	39,865	.0140	1,516	5,111	9.2	4,338	31.1	10.5	29.2	22.3	28.6	33.7	7.2	13.4	3.9	20.1
Frankfort		22.8	.0135	7.2		37,937	.0134	1,664	5,269	8.7	4,344	31.0	10.5	29.3	22.2	28.6	33.7	7.2	13.4	3.9	20.2
Fulton		11.1	.0065	3.2	2.7	11,722	.0042	1,056	3,663	3.5	3,345	45.3	19.9	28.9	28.7	19.2	29.3	4.7	11.2	1.9	10.9
Gallatin		3.7	.0022	1.1		3,949	.0014	1,067	3,590	1.1	3,443	44.6	19.0	35.6	34.4	13.1	19.4	3.7	8.6	3.0	18.6
Garrard		11.2	.0067	3.1		11,857	.0041	1,059	3,825	3.4	3,515	41.0	17.1	31.7	29.9	21.1	30.6	3.9	9.0	2.3	13.4
Grant		10.5	.0062	3.2		9,324	.0033	888	2,914	3.2	2,942	47.2	23.5	31.9	36.1	17.8	30.8	2.6	7.1	.5	2.5
Graves		35.4	.0210	11.3	13.1	38,650	.0136	1,092	3,420	11.7	3,299	42.3	18.8	33.1	33.3	19.7	30.4	3.3	8.1	1.6	9.4
Mayfield		13.1	.0078	4.1		18,508	.0065	1,413	4,514	5.1	3,635	36.6	14.8	33.7	30.7	23.3	32.7	4.2	9.3	2.2	12.5
Grayson		16.2	.0095	4.5		11,820	.0042	730	2,627	4.7	2,534	62.4	36.2	25.4	33.2	9.5	19.1	1.8	5.7	.9	5.8
Green		8.6	.0051	2.5		6,674	.0024	776	2,670	2.6	2,583	59.1	33.6	27.8	35.5	11.0	21.8	1.4	4.5	.7	4.6
Greenup		26.5	.0157	6.6	4.1	26,840	.0094	1,013	4,067	7.2	3,725	31.9	12.6	32.4	28.8	29.0	39.7	5.1	11.1	1.6	7.8
Hancock		4.9	.0029	1.5		3,916	.0014	799	2,611	1.5	2,581	57.0	32.4	31.8	40.9	8.9	17.6	1.6	5.1	.7	4.0
Hardin		77.3	.0458	14.2	9.3	115,331	.0406	1,492	8,122	37.8	3,052	50.3	24.2	28.2	30.5	16.7	28.0	3.4	9.1	1.4	8.2
Elizabethtown		9.3	.0055	2.9		13,613	.0048	1,464	4,694	3.3	4,145	35.4	12.5	29.7	23.9	24.8	30.5	6.1	11.8	4.0	21.3
Harlan		64.0	.0380	15.0	19.6	63,124	.0223	986	4,208	16.4	3,850	28.4	10.8	39.4	34.0	25.2	33.4	4.7	9.8	2.3	12.0
Harlan		4.8	.0028	1.2		9,336	.0033	1,945	7,780	1.8	5,110	29.8	8.6	29.6	19.2	26.8	26.7	6.1	9.7	7.7	35.8
Harrison		15.9	.0094	5.0	5.7	18,398	.0065	1,157	3,680	5.1	3,590	42.5	17.4	32.2	29.9	17.8	25.2	4.6	10.2	2.9	17.3
Hart		12.5	.0074	3.6		9,787	.0034	783	2,719	3.7	2,675	57.2	31.4	28.6	35.4	11.6	22.2	1.6	4.9	1.0	6.1
Henderson		33.0	.0195	10.0	19.5	39,810	.0140	1,206	3,981	10.4	3,835	35.5	13.6	31.9	27.6	24.6	32.7	5.3	11.2	2.7	14.9
Henderson		19.5	.0116	6.3		26,197	.0092	1,343	4,158	6.6	3,951	33.7	12.5	32.1	27.0	25.5	32.9	5.8	11.8	2.9	15.8
Henry		11.0	.0065	3.3		10,775	.0038	980	3,265	3.5	3,100	46.5	22.0	31.3	33.6	17.5	28.8	3.5	9.0	1.2	6.6
Hickman		6.8	.0041	2.1		5,780	.0021	850	2,752	2.1	2,766	53.9	28.6	29.7	35.6	13.2	24.3	2.4	7.1	.8	4.4
Hopkins		40.5	.0240	12.0	16.9	47,609	.0167	1,176	3,967	12.7	3,751	40.1	15.7	28.5	25.2	23.1	31.4	5.5	11.8	2.8	16.9
Madisonville		13.8	.0082	4.6		20,192	.0071	1,463	4,390	4.9	4,145	37.0	13.1	27.9	22.3	24.1	29.7	7.1	13.8	3.9	21.1

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.


KENTUCKY
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0070 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
Copyright by Sales Management
INDIANA
ILLINOIS
MISSOURI
OHIO
WEST VIRGINIA
VIRGINIA
TENNESSEE
Cincinnati
Ashland
Huntington
Evansville
Cairo
Louisville
Lexington
Frankfort
Covington
Newport
Fort Thomas
New Albany
Jeffersonville
Paducah
Owensboro
Henderson
Madisonville
Hopkinsville
Bowling Green
Mayfield
KENTON
CAMPBELL
BOONE
GALLATIN
OLDHAM
TRIMBLE
CARROLL
HENRY
SHELBY
CLARK
FLOYD
JEFFERSON
OWEN
GRANT
PENDLETON
HARRISON
BRACKEN
MASON
ROBERTSON
NICHOLAS
FLEMING
LEWIS
GREENUP
BOYD
FRANKLIN
SCOTT
FAYETTE
BOURBON
WOODFORD
ANDERSON
SPENCER
BULLITT
HARDIN
LARUE
NELSON
WASHINGTON
MERCER
BOYLE
JESSAMINE
GARRARD
MADISON
ESTILL
LEE
JACKSON
OWSLEY
CLAY
KNOX
LESLIE
BELL
HARLAN
WHITLEY
MONTGOMERY
BATH
ROWAN
CARTER
ELLIOTT
MORGAN
POWELL
WOLFE
MAGOFFIN
BREATHITT
PERRY
KNOTT
LETCHER
LAWRENCE
JOHNSON
MARTIN
FLOYD
PIKE
DAVIESS
MCLEAN
OHIO
BRECKINRIDGE
MEADE
HANCOCK
UNION
HENDERSON
WEBSTER
HOPKINS
CRITTENDEN
LIVINGSTON
LYON
CALDWELL
MUHLENBERG
GRAYSON
EDMONSON
HART
BUTLER
WARREN
BARREN
METCALFE
MONROE
CUMBERLAND
ADAIR
CLINTON
TAYLOR
GREEN
RUSSELL
WAYNE
MARION
CASEY
LINCOLN
ROCKCASTLE
LAUREL
PULASKI
MCCREARY
CHRISTIAN
TODD
LOGAN
SIMPSON
ALLEN
TRIGG
MARSHALL
CALLOWAY
GRAVES
FULTON
HICKMAN
CARLISLE
BALLARD
MCCRACKEN



First in Kentucky—

"The Blue-Chip Buy in the Bluegrass State"

Romance and glamor aside, here's one Kentucky institution you can't afford to miss. It's WAVE-TV, *first by far* in Kentucky and Southern Indiana television.

First In CHANNEL — Brilliant Channel 3!

First In COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First in PROGRAMMING — The best from NBC, plus topnotch local shows!

First In ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better *experience* — by more than a year!

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC

NBC SPOT SALES
Exclusive National Representatives

KENTUCKY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Jackson		10.5	.0062	2.5		6,329	.0023	603	2,532	2.8	2,251	67.7	44.2	25.3	37.2	6.0	13.5	.6	2.3	.4	2.8
Jefferson	84	580.0	.3436	174.4	485.9	1,017,940	.3587	1,755	5,837	198.4	5,130	23.8	6.8	26.5	17.1	33.8	33.6	9.9	15.8	6.0	26.9
▲Louisville		419.0	.2482	126.6		757,352	.2669	1,808	5,982	150.8	5,021	24.4	7.1	27.0	17.8	33.4	34.0	9.6	15.4	5.6	25.7
Jessamine		14.5	.0086	4.2	4.1	17,704	.0062	1,221	4,215	5.4	3,260	47.8	21.5	30.6	31.1	16.2	25.4	3.2	7.8	2.2	14.2
Johnson		17.9	.0106	4.3	3.3	12,743	.0045	712	2,963	4.3	2,944	51.8	25.8	29.4	33.1	15.0	26.0	2.5	6.8	1.3	8.3
Kenton	29	124.4	.0737	38.9	100.9	203,358	.0716	1,635	5,228	41.5	4,895	21.1	6.3	27.1	18.4	37.6	39.2	9.9	16.2	4.3	19.9
Covington		68.4	.0405	21.5		109,888	.0387	1,607	5,111	23.6	4,651	22.0	6.9	28.5	20.3	36.9	40.5	9.1	15.8	3.5	16.5
Knott		15.2	.0090	3.0		8,159	.0029	537	2,720	3.2	2,554	57.2	32.9	31.8	41.2	9.3	18.5	1.1	3.5	.6	3.9
Knox		24.6	.0145	5.9	3.7	17,146	.0061	697	2,906	6.1	2,800	56.5	29.1	27.3	32.3	14.0	25.6	2.1	5.9	1.1	7.1
1 Corbin																					
Larue		10.6	.0063	2.8		9,953	.0035	939	3,555	3.4	2,968	49.8	24.6	31.3	35.0	15.5	26.7	2.1	5.7	1.3	8.0
Laurel		24.1	.0143	6.0	3.3	17,402	.0061	722	2,900	6.1	2,868	55.1	28.2	27.9	32.4	13.0	23.1	2.5	7.0	1.5	9.3
Lawrence		14.5	.0086	3.6		10,021	.0035	691	2,784	3.8	2,656	60.6	33.5	22.9	28.5	13.3	25.5	2.4	7.3	.8	5.2
Lee		7.5	.0044	1.8		5,037	.0018	672	2,798	2.0	2,485	60.5	35.8	29.1	38.8	8.8	18.0	.9	3.0	.7	4.4
Leslie		15.0	.0089	2.9		9,905	.0035	660	3,416	3.3	3,041	51.7	25.0	32.2	35.0	11.7	19.6	2.3	6.2	2.1	14.2
Letcher		28.4	.0168	6.3	5.1	22,102	.0078	778	3,508	6.8	3,248	42.0	19.0	37.8	38.6	15.1	23.7	3.4	8.5	1.7	10.2
Lewis		11.8	.0070	2.8		9,076	.0032	769	3,241	3.3	2,737	52.4	28.1	31.4	38.2	13.7	25.5	2.0	5.8	.5	2.4
Lincoln		18.1	.0107	4.8		14,389	.0051	795	2,998	5.1	2,812	54.0	28.2	29.2	34.5	13.1	23.7	2.7	7.7	1.0	5.9
Livingston		7.1	.0043	2.0		5,330	.0018	751	2,665	2.0	2,601	62.1	35.0	27.4	35.0	7.7	15.0	1.3	4.1	1.5	10.9
Logan		21.8	.0129	6.1	4.4	17,584	.0062	807	2,883	6.1	2,882	51.9	26.4	31.9	36.7	12.7	22.6	2.2	6.0	1.3	8.3
Lyon		6.6	.0039	1.7		4,714	.0017	714	2,773	1.7	2,808	53.8	28.1	30.5	36.1	12.8	23.3	1.7	4.9	1.2	7.6
McCracken	240	77.7	.0480	24.7	48.1	108,615	.0383	1,398	4,397	26.8	4,052	34.5	12.5	31.2	25.5	24.9	31.4	6.0	11.9	3.4	18.7
△Paducah		48.1	.0285	15.6		71,999	.0254	1,497	4,615	17.6	4,082	34.2	12.3	31.0	25.3	25.1	31.4	6.2	12.1	3.5	18.9
McCreary		11.8	.0070	2.6		7,341	.0025	622	2,823	2.7	2,763	55.0	29.2	29.2	35.0	12.7	23.5	2.1	6.3	1.0	6.0
McLean		10.4	.0062	2.9		8,423	.0030	810	2,904	2.9	2,925	52.4	26.3	30.3	34.5	12.9	22.5	3.0	8.1	1.4	8.6
Madison		32.7	.0193	9.0	15.5	38,447	.0136	1,176	4,272	11.8	3,253	48.5	21.9	30.8	31.4	15.1	23.6	3.3	8.2	2.3	14.9
Richmond		12.6	.0075	3.6		19,092	.0067	1,515	5,303	5.5	3,447	48.3	20.6	29.3	28.3	15.5	22.9	3.8	8.8	3.1	19.4
Magoffin		9.2	.0055	1.9		4,969	.0017	540	2,615	2.1	2,352	63.5	39.6	26.8	37.7	8.8	19.1	.8	2.8	.1	.8
Marion		15.2	.0090	3.6	4.2	14,230	.0050	936	3,953	4.3	3,310	47.5	21.1	29.1	29.1	17.4	26.8	3.8	9.2	2.2	13.8
Marshall		18.4	.0109	5.6		17,838	.0063	969	3,185	5.7	3,114	46.8	22.0	31.7	33.8	17.1	28.0	3.0	7.7	1.4	8.5
Martin		8.5	.0050	1.8		4,569	.0016	538	2,538	1.8	2,606	53.4	30.1	33.6	42.6	12.0	23.5	.7	2.3	.3	1.5
Mason		19.5	.0116	5.6	9.2	22,948	.0081	1,177	4,093	6.4	3,613	39.9	16.2	30.3	27.8	22.9	32.4	4.5	10.0	2.4	13.6
Maysville		9.2	.0055	3.1		13,072	.0046	1,421	4,217	3.3	3,934	36.1	13.5	30.4	25.6	24.9	32.4	5.4	11.0	3.2	17.5
Meade		11.9	.0070	2.2		11,429	.0040	960	5,195	3.5	3,282	42.0	18.8	33.7	34.1	19.2	29.8	3.6	8.7	1.5	8.6
Menifee		4.4	.0026	1.0		2,625	.0010	597	2,625	1.0	2,526	62.3	36.2	26.2	34.5	9.0	18.1	1.5	4.9	1.0	6.3
Mercer		15.7	.0093	4.7	5.8	15,489	.0054	987	3,296	4.7	3,320	43.5	19.2	31.7	31.8	19.7	30.2	3.3	7.9	1.8	10.9
Metcalfe		9.1	.0054	2.4		8,298	.0022	682	2,624	2.7	2,339	65.9	41.4	25.3	35.8	7.3	15.9	.9	3.2	.6	3.7
Monroe		11.9	.0071	3.1		7,924	.0025	666	2,556	3.4	2,365	65.7	40.8	25.0	35.0	7.8	16.9	.9	3.1	.6	4.2
Montgomery		13.0	.0077	2.8	5.3	14,429	.0051	1,110	5,153	4.0	3,572	44.4	18.2	31.0	28.9	17.5	25.0	4.0	9.0	3.1	18.9
Morgan		11.8	.0070	2.9		7,515	.0027	637	2,591	3.0	2,530	62.0	35.9	26.2	34.3	9.2	18.6	1.8	5.8	.8	5.4
Muhlenberg		27.9	.0165	7.5	6.0	22,346	.0078	801	2,979	7.9	2,836	52.5	27.2	29.3	34.3	14.9	26.7	2.4	6.9	.9	4.9
Nelson		20.1	.0119	4.9	4.3	20,311	.0072	1,010	4,145	5.9	3,415	44.9	19.3	30.9	29.9	17.6	26.4	4.2	9.8	2.4	14.6
Nicholas		6.7	.0040	2.1		6,758	.0024	1,009	3,218	2.2	3,046	50.2	24.2	29.7	32.4	15.2	25.5	3.4	8.9	1.5	9.0
Ohio		17.8	.0105	5.0		14,637	.0051	822	2,927	5.5	2,662	57.6	31.8	27.8	34.5	11.9	22.8	1.9	5.9	.8	5.0
Oldham		14.2	.0084	5.3		14,180	.0050	999	4,297	3.8	3,739	36.6	14.4	32.9	29.1	22.8	31.2	5.1	10.9	2.6	14.4
Owen		8.5	.0051	2.5		8,560	.0030	1,007	3,424	2.7	3,214	43.8	20.0	32.0	33.0	19.5	30.9	3.3	8.2	1.4	7.9
Owsley		6.0	.0035	1.4		3,392	.0012	565	2,423	1.5	2,237	67.8	44.5	24.6	36.3	6.7	15.4	.7	2.6	.2	1.2
Pendleton		9.7	.0058	3.0		10,486	.0037	1,081	3,495	3.2	3,286	40.5	18.2	34.3	34.8	20.7	32.4	3.3	8.1	1.2	6.5
Perry		35.4	.0209	7.7	7.2	27,190	.0096	768	3,531	8.0	3,390	37.8	16.4	38.3	37.4	18.9	28.4	3.3	7.8	1.7	10.0
Hazard		7.2	.0043	1.7		9,480	.0033	1,317	5,576	2.2	4,297	31.2	10.7	31.0	23.8	27.5	32.6	6.3	11.9	4.0	21.0
Pike		67.5	.0400	15.2	5.8	54,728	.0193	811	3,600	16.1	3,404	38.2	16.5	37.1	36.1	19.6	29.4	3.4	8.1	1.7	9.9
Pikeville		5.8	.0034	1.5		9,596	.0034	1,654	6,397	2.1	4,516	36.1	11.7	27.2	20.0	23.8	28.9	7.3	13.0	5.6	28.4
Powell		6.6	.0039	1.8		4,422	.0016	670	2,764	1.7	2,631	61.5	34.3	26.4	33.3	8.7	16.8	2.1	6.6	1.3	9.0
Pulaski		34.5	.0205	9.1	8.0	26,988	.0095	782	2,966	9.8	2,830	54.1	28.0	28.8	33.9	13.5	24.3	2.5	7.1	1.1	6.7
Somerset		8.0	.0047	2.4		9,767	.0034	1,221	4,070	2.7	3,596	41.4	16.9	30.3	28.0	20.6	29.2	5.2	11.6	2.5	14.3
Robertson		2.7	.0016	.7		2,648	.0009	981	3,783	.9	2,975	48.9	24.1	34.1	38.1	13.5	23.1	2.0	5.5	1.5	9.2
Rockcastle		13.8	.0081	3.3		9,229	.0033	669	2,797	3.5	2,671	58.2	32.0	28.5	35.4	10.7	20.3	1.4	4.4	1.2	7.9
Rowan		11.4	.0068	2.8	2.9	9,641	.0034	846	3,443	3.4	2,859	51.4	28.4	31.2	36.3	14.1	25.2	2.3	6.3	1.0	5.8
Russell		11.1	.0066	2.9		7,006	.0024	631	2,416	2.9	2,458	61.1	38.5	27.7	37.5	9.7	20.1	1.1	3.4	.4	2.5
Scott		15.6	.0092	4.4	5.8	18,921	.0067	1,213	4,300	5.7	3,341	46.9	20.6	30.0	29.7	17.2	26.3	3.5	8.5	2.4	14.9
Shelby		19.8	.0117	5.7	4.6	23,007	.0081	1,162	4,036	5.9	3,875	37.5	14.2	31.8	27.2	22.6	29.8	4.7	9.7	3.4	19.1
Shelbyville		4.6	.0027	1.6		6,337	.0022	1,378	3,961	1.6	3,963	40.7	15.1	30.2	25.2	19.9	25.7	5.0	10.2	4.2	23.8
Simpson		11.4	.0068	3.4	4.4	11,016	.0039	968	3,240	3.7	2,975	53.0	28.1	30.2	33.7	12.1	20.8	2.9	8.0	1.8	11.4
Spencer		5.4	.0032	1.4		5,629	.0020	1,042	4,021	1.7	3,365	48.9	21.3	30.7	30.2	13.4	20.4	4.2	10.1	2.8	18.0

1 Corbin is in Knox and Whitley Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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Here in the Ruhr of America
... the Fabulous Ohio Valley

OUR OWN LOCALLY-EDITED SUNDAY SUPPLEMENT



IN 1956 FOR EXAMPLE

Sunday Newspaper Supplement Advertisers Showed a Marked Preference for The Locally Edited Type of Sunday Gravure Supplement.

RETAIL
First 10 in the U.S.A.

1. COURIER-JOURNAL	960,192
2. Los Angeles Times	937,828
3. Indianapolis Star	747,994
4. St. Louis Post Dispatch	747,351
5. Detroit News	720,136
6. Cincinnati Enquirer	706,026
7. Columbus Dispatch	695,861
8. Cleveland Plain Dealer	639,250
9. Akron Beacon-Journal	608,021
10. Toledo Blade	502,852

GENERAL
Including Automotive and Financial
First 10 in the U.S.A.

1. New York Times	1,881,486
2. New York Daily News	1,044,241
3. Chicago Tribune	870,880
4. Los Angeles Times	878,938
5. Philadelphia Inquirer	823,915
6. Atlanta Journal-Constitution	791,730
7. COURIER-JOURNAL	773,416
8. Toledo Blade	635,780
9. Columbus Dispatch	563,407
10. Buffalo Courier-Express	561,921

TOTAL
First 10 in the U.S.A.

1. New York Times	2,196,682
2. Los Angeles Times	1,816,766
3. COURIER-JOURNAL	1,733,608
4. Atlanta Journal-Constitution	1,353,040
5. Chicago Tribune	1,340,773
6. Philadelphia Inquirer	1,319,924
7. Columbus Dispatch	1,259,068
8. Toledo Blade	1,228,602
9. New York News	1,182,061
10. Indianapolis Star	1,160,773

Linage Figures prepared for INTERNATIONAL PAPER SALES COMPANY, Inc., by MEDIA RECORDS, Inc.

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KENTUCKY

COUNTIES CITIES (continued)

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000 & over % Units	$10,000 & over % Inc.
Taylor		15.3	.0091	4.2	3.7	13,723	.0048	897	3,267	4.6	3,002	52.0	25.4	29.3	32.3	14.3	24.3	2.8	7.6	1.6	10.4
Todd		11.1	.0065	3.2		9,134	.0032	823	2,854	3.3	2,798	54.7	28.7	29.8	35.2	11.8	21.5	2.6	7.5	1.1	7.1
Trigg		7.6	.0045	1.9		6,137	.0022	808	3,230	2.2	2,730	60.9	32.8	24.6	29.9	10.5	19.8	2.5	7.3	1.5	10.4
Trimble		5.9	.0035	1.7		5,959	.0021	1,010	3,505	1.8	3,280	47.7	21.4	30.3	30.7	16.8	26.2	2.5	6.7	2.4	15.0
Union		16.8	.0100	4.8	3.7	19,379	.0068	1,154	4,213	5.1	3,772	43.0	16.7	28.2	24.8	20.4	27.7	4.9	10.5	3.5	20.3
Warren		44.7	.0265	13.3	27.6	50,091	.0177	1,121	3,766	15.2	3,298	49.6	22.1	27.8	27.8	16.7	25.9	3.5	8.6	2.4	15.6
Bowling Green		27.6	.0164	8.8		37,978	.0134	1,376	4,316	11.5	3,300	49.4	22.0	27.6	27.7	17.0	26.3	3.6	8.7	2.4	15.3
Washington		11.0	.0065	2.8		8,847	.0031	804	3,160	3.0	2,989	48.7	24.1	32.4	36.2	15.3	26.2	2.5	6.8	1.1	6.7
Wayne		16.4	.0097	3.9	3.0	10,531	.0037	642	2,700	4.1	2,569	60.5	34.6	28.3	36.5	8.4	16.7	1.8	5.6	1.0	6.6
Webster		15.8	.0094	5.1	4.1	15,493	.0054	981	3,038	5.1	3,029	53.7	26.1	27.1	29.4	14.7	24.8	2.6	7.0	1.9	12.7
Whitley		23.3	.0138	5.8	12.4	18,688	.0066	802	3,222	6.3	2,973	50.7	25.0	28.8	32.2	16.7	28.6	2.8	6.9	1.2	7.3
1 Corbin		10.7	.0063	3.1		11,894	.0042	1,112	3,837	3.5	3,363	42.9	18.7	29.3	28.7	22.6	34.4	3.6	8.7	1.6	9.5
Wolfe		6.5	.0038	1.8		3,954	.0014	608	2,636	1.6	2,447	62.1	37.3	26.8	36.2	9.1	19.0	1.6	5.3	.4	2.2
Woodford		10.7	.0063	3.1	2.7	13,125	.0046	1,227	4,234	3.2	4,042	34.6	12.5	33.3	27.4	22.7	28.6	5.8	11.6	3.6	19.9
Total Above Cities		961.3	.5695	291.5		1,571,798	.5538	1,635	5,392	349.1	4,503	30.2	9.8	28.3	20.9	29.4	33.3	7.7	13.8	4.4	22.2
State Total		3031.2	1.7956	831.6	1262.5	3,615,451	1.2739	1,193	4,348	945.0	3,826	39.3	15.1	29.3	25.4	22.8	30.5	5.5	11.5	3.1	17.5

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Huntington-Ashland	65	282.9	.1557	73.0	164.5	367,063	.1294	1,396	5,028
Lexington	78	120.1	.0711	34.5	84.8	193,006	.0680	1,607	5,594
Louisville	84	690.6	.4091	207.8	555.4	1,180,767	.4161	1,710	5,682

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Paducah	240	77.7	.0460	24.7	48.1	108,615	.0383	1,398	4,397
Total Above Areas		1,151.3	.6819	340.0	852.8	1,849,451	.6518	1,606	5,440

RETAIL SALES— SM ESTIMATES, 1956

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adair		7,738	.0040	2,150	.0045	55	49	1,620	164	910	392	361	1,702	582	592	265
Allen		10,121	.0053	2,595	.0049	64	70	1,806	387	965	556	296	2,897	515	1,653	239
Anderson		5,382	.0028	2,563	.0031	69	62	1,378	287	544	143	135	1,296	323	348	202
Ballard		6,037	.0031	1,232	.0050	54	34	1,990	112	336	50	364	751	566	689	151
Barren		23,175	.0121	2,826	.0119	71	72	4,811	747	2,570	1,353	715	5,350	2,149	3,179	807
Glasgow		17,209	.0089		.0056	119	189	3,433	423	1,688	1,255	588	4,447	1,374	2,497	643
Bath		4,009	.0021	1,670	.0030	55	38	1,473	87	413	124	222	486	321	256	108
Bell		23,755	.0123	2,828	.0130	61	58	6,425	1,567	3,026	1,314	1,775	4,458	1,673	1,148	917
Middlesborough		15,655	.0081		.0067	77	93	3,463	1,067	2,379	757	1,547	3,161	843	754	591
Boone		10,373	.0054	1,995	.0075	68	49	2,734	963	679	...	214	1,823	1,057	1,615	206
Bourbon		16,158	.0084	3,168	.0086	83	81	4,556	705	1,084	489	629	2,307	1,228	2,520	411
Paris		14,521	.0075		.0056	119	160	3,987	658	1,040	447	585	2,135	1,002	2,226	347
Boyd	65	57,332	.0298	3,747	.0291	88	90	14,621	1,905	8,970	4,026	3,695	11,854	3,146	2,894	1,753
▲Ashland		50,764	.0264		.0213	107	132	12,514	1,553	8,233	3,948	3,468	11,618	2,763	2,573	1,483
Boyle		18,957	.0098	3,511	.0096	77	79	4,031	687	2,502	1,433	400	4,335	1,451	2,525	564
Danville		17,023	.0088		.0065	108	147	3,437	526	2,418	1,357	336	4,335	1,197	2,126	431
Bracken		5,237	.0027	1,746	.0035	63	48	1,292	232	577	51	27	1,032	160	1,645	95
Breathitt		5,949	.0031	1,700	.0047	45	30	1,751	193	1,209	92	273	1,135	556	458	96
Breckinridge		5,942	.0031	1,606	.0045	58	40	1,547	196	1,300	...	88	670	715	811	88
Bullitt		7,979	.0041	1,995	.0055	65	48	2,631	248	589	54	62	1,335	920	1,108	291
Butler		2,390	.0013	1,086	.0025	47	25	780	21	584	53	84	98	283	310	66
Caldwell		10,533	.0055	2,450	.0062	74	65	2,692	266	1,125	366	347	2,071	1,010	1,265	381
Calloway		19,375	.0100	3,075	.0092	75	81	3,827	665	1,645	560	615	5,853	1,401	2,095	597
Murray		15,944	.0083		.0062	103	138	2,909	624	1,172	560	517	5,147	1,119	1,693	468
Campbell	29	73,939	.0384	2,699	.0456	87	73	22,264	11,102	4,977	2,933	3,465	13,202	3,959	3,056	2,912
Newport		49,509	.0257		.0202	105	134	13,077	5,674	3,467	2,724	2,636	12,022	2,214	2,248	1,678
Fort Thomas		5,329	.0028		.0068	87	36	2,868	418	207	...	336	114	492	141	401
Carlisle		5,516	.0029	3,064	.0025	69	81	1,131	198	374	80	...	1,800	309	1,381	142
Carroll		7,920	.0041	3,046	.0041	80	80	2,279	748	473	376	307	1,203	743	639	178
Carter		10,159	.0053	2,073	.0067	55	43	2,814	374	1,283	719	907	2,038	633	800	287
Casey		5,360	.0028	1,624	.0041	49	34	1,350	165	806	...	223	1,601	421	626	...
Christian		43,052	.0223	3,363	.0234	78	74	8,575	3,900	4,160	3,043	2,056	8,112	3,199	4,444	1,004
Hopkinsville		33,732	.0175		.0106	118	194	6,972	2,701	3,414	2,870	1,863	6,830	2,378	4,219	587
Clark		17,404	.0091	3,108	.0092	81	80	4,238	899	1,511	1,231	949	2,945	1,183	1,704	620
Winchester		16,193	.0084		.0061	107	147	3,968	539	1,297	1,231	949	2,508	1,138	1,704	620
Clay		7,643	.0040	2,066	.0053	49	37	1,266	266	991	447	402	1,434	692	446	54
Clinton		3,599	.0018	1,440	.0029	48	30	776	93	640	...	197	456	445	648	111
Crittenden		5,707	.0030	1,902	.0038	58	48	1,389	258	702	175	299	995	556	726	182
Cumberland		3,679	.0019	1,600	.0027	51	36	781	65	598	238	158	846	95	408	126
Daviess		72,022	.0374	3,979	.0338	89	99	17,845	5,088	11,778	4,360	3,416	11,934	5,423	4,681	2,262
Owensboro		65,705	.0341		.0267	105	134	14,710	4,353	11,128	4,360	3,286	11,934	5,123	4,467	2,134
Edmonson		2,894	.0015	1,608	.0021	48	34	424	52	504	...	81	497	502	189	53
Elliott		1,247	.0007	779	.0019	41	15	433	48	435	...	71	111	96	...	...
Estill		5,735	.0029	1,792	.0043	57	38	1,953	177	810	214	172	1,285	325	524	169

1 Corbin is in Knox and Whitley Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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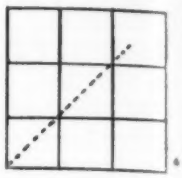
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KENTUCKY

RETAIL SALES — SM ESTIMATES, 1958

The "SM" symbols mark official, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Fayette	78	138,586	.0720	4,017	.0698	98	101	25,719	7,770	22,559	13,308	7,013	20,747	8,720	10,776	5,190
▲Lexington		127,083	.0660		.0437	126	190	20,691	6,519	22,223	13,278	6,157	20,476	7,389	10,301	4,828
Fleming		7,035	.0037	2,706	.0034	64	70	1,383	152	506	215	301	2,375	481	444	149
Floyd		16,627	.0086	1,933	.0128	55	37	3,971	531	3,170	665	848	3,513	1,526	1,340	382
Franklin		29,025	.0151	3,721	.0146	94	97	7,311	1,337	2,051	1,880	1,684	4,737	2,288	3,553	1,012
Frankfort		26,762	.0139		.0136	101	103	7,002	1,085	1,617	1,880	1,684	4,455	2,127	3,413	1,012
Fulton		13,098	.0068	4,093	.0055	85	105	3,973	608	1,139	519	468	2,469	1,068	1,044	409
Gallatin		4,533	.0024	4,121	.0018	82	109	825	366	227	36	184	1,824	155	418	90
Garrard		5,966	.0031	1,925	.0043	64	46	1,305	217	652	246	172	1,737	515	924	157
Grant		6,781	.0035	2,119	.0040	65	56	1,593	511	553	195	239	2,210	537	577	163
Graves		25,923	.0134	2,294	.0150	71	64	6,005	918	4,292	1,779	968	4,771	1,493	3,285	727
Mayfield		21,898	.0114		.0082	105	146	4,719	742	3,542	1,741	906	4,256	1,069	2,632	727
Grayson		10,035	.0053	2,230	.0056	59	56	1,900	156	1,528	535	402	1,681	878	1,700	339
Green		5,940	.0030	2,376	.0031	61	59	1,701	193	1,182	87	70	1,182	422	437	116
Greenup		8,180	.0043	1,239	.0091	58	27	3,284	270	1,055	77	444	794	679	693	340
Hancock		2,168	.0011	1,445	.0016	55	38	889	60	194	42	88	585	218	40	...
Hardin		40,609	.0211	2,860	.0358	78	46	8,470	1,648	3,551	886	1,767	13,442	4,774	2,698	965
Elizabethtown		23,273	.0121		.0071	129	220	4,596	730	2,119	844	922	8,556	1,413	1,548	650
Harlan		31,488	.0164	2,099	.0237	82	43	8,617	1,029	6,579	1,787	1,708	6,999	1,652	972	747
Harlan		15,313	.0080		.0046	164	286	3,672	515	1,800	1,035	663	5,770	272	447	480
Harrison		12,840	.0066	2,568	.0071	76	70	2,734	928	915	593	560	3,092	821	1,219	314
Hart		7,368	.0039	2,047	.0044	59	53	1,878	299	705	274	198	1,043	805	1,384	292
Henderson		34,509	.0179	3,451	.0162	83	92	7,902	2,299	1,823	1,583	1,633	5,953	2,472	6,735	667
Henderson		30,163	.0157		.0116	100	135	6,478	1,640	1,550	1,583	1,402	5,953	2,006	6,004	667
Henry		7,195	.0037	2,180	.0043	68	57	1,646	326	1,112	235	206	821	544	1,183	342
Hickman		4,600	.0024	2,190	.0026	63	59	1,426	160	271	168	43	930	250	722	93
Hopkins		29,921	.0156	2,493	.0179	75	65	8,369	1,499	3,798	816	1,511	6,895	2,507	2,957	524
Madisonville		21,115	.0110		.0085	104	134	5,302	969	2,525	741	1,331	5,508	1,453	2,042	438
Jackson		3,657	.0019	1,463	.0029	47	31	661	75	750	62	268	543	213	645	53
Jefferson	84	700,379	.3638	4,016	.3572	104	106	151,274	61,393	100,436	49,802	34,235	138,297	37,947	38,191	30,538
▲Louisville		616,554	.3203		.2792	112	129	129,355	52,954	95,464	47,495	31,996	120,632	28,801	29,656	27,293
Jessamine		8,677	.0045	2,066	.0062	72	52	2,024	436	635	143	172	1,795	927	991	216
Johnson		11,469	.0060	2,667	.0062	58	57	2,911	360	1,470	860	452	2,645	925	1,015	178
Kenton	29	112,989	.0587	2,905	.0681	92	80	34,102	12,634	10,174	3,650	5,897	17,262	5,776	8,613	4,172
Covington		83,475	.0434		.0405	100	107	24,050	7,644	9,120	3,400	4,963	14,887	3,608	5,255	3,183
Knott		2,325	.0012	775	.0036	40	13	670	73	567	40	63	201	382	85	...
Knox		8,567	.0044	1,452	.0073	50	30	2,414	266	1,141	466	437	1,370	1,339	639	100
1Corbin																
Larue		5,846	.0030	2,088	.0039	62	48	1,283	162	498	204	331	1,217	503	746	182
Laurel		13,647	.0071	2,275	.0081	57	50	3,524	749	1,166	438	573	2,412	1,840	1,399	383
Lawrence		5,601	.0029	1,556	.0043	50	34	749	166	958	129	253	1,418	564	961	158
Lee		3,434	.0018	1,908	.0023	52	41	714	58	454	48	37	1,424	257	215	99
Leslie		2,340	.0012	807	.0039	44	13	722	80	702	41	...	113	497	97	64
Letcher		12,585	.0066	1,998	.0092	55	39	3,415	369	2,816	701	589	2,295	1,247	373	231
Lewis		5,370	.0028	1,918	.0039	56	40	1,312	191	530	333	387	1,508	36	533	122
Lincoln		8,561	.0044	1,784	.0060	56	41	1,933	225	1,176	208	169	2,187	865	728	144
Livingston		2,918	.0015	1,459	.0022	51	35	869	122	374	23	77	324	233	307	32
Logan		15,434	.0081	2,830	.0081	63	63	3,761	373	1,013	825	952	2,806	1,763	2,021	473
Lyon		2,603	.0013	1,531	.0020	51	33	703	73	272	160	...	479	400	266	129

1 Corbin is in Knox and Whitley Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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KENTUCKY — COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
McCracken	240	68,138	.0354	2,759	.0390	85	77	16,207	5,354	8,841	4,228	2,804	13,016	5,196	2,797	2,886
△Paducah		60,706	.0315		.0279	95	111	12,390	4,571	8,633	4,228	2,744	12,377	4,076	2,735	2,838
McCreary		5,595	.0029	2,152	.0035	50	41	1,509	135	926	41	158	2,211	369	142	84
McLean		5,043	.0026	1,739	.0035	58	42	1,065	105	920	67	154	912	612	729	127
Madison		24,930	.0130	2,770	.0146	78	67	4,820	1,183	2,751	1,251	1,021	4,818	2,266	1,949	2,267
Richmond		17,667	.0092		.0076	101	123	3,664	861	1,856	1,048	775	2,511	1,308	1,509	2,168
Magoffin		2,046	.0010	1,077	.0023	42	18	91	81	977	114	77	...	259	168	75
Marion		11,500	.0060	3,194	.0061	68	67	2,605	551	1,144	285	472	1,998	477	1,433	216
Marshall		13,339	.0069	2,382	.0074	68	63	3,969	459	878	122	1,048	3,731	1,183	1,076	230
Martin		1,837	.0010	1,021	.0021	42	20	333	59	467	...	204	412	231	...	53
Mason		18,851	.0098	3,366	.0093	80	84	4,327	1,696	3,027	1,338	858	3,274	705	888	644
Maysville		17,316	.0090		.0061	111	164	3,934	1,507	2,850	1,336	766	3,118	540	697	644
Meade		9,167	.0047	4,167	.0048	69	67	1,334	797	1,389	30	32	2,385	700	1,309	80
Menifee		601	.0004	601	.0011	42	15	162	20	218	...	54	114	33	...	...
Mercer		11,149	.0058	2,372	.0063	68	62	2,574	346	995	490	592	2,653	904	1,456	392
Metcalfe		2,860	.0014	1,192	.0026	48	26	565	32	355	91	62	554	113	440	90
Monroe		8,376	.0044	2,702	.0042	59	62	1,157	782	1,505	471	71	1,665	730	913	282
Montgomery		13,925	.0072	4,973	.0062	81	94	2,754	1,043	1,269	739	589	3,023	949	1,648	437
Morgan		5,353	.0028	1,846	.0036	51	40	1,309	153	644	117	189	2,528	106	184	74
Muhlenberg		17,681	.0092	2,357	.0100	61	56	5,094	494	2,593	675	851	3,953	1,408	1,370	419
Nelson		14,311	.0074	2,921	.0082	69	62	2,956	668	1,834	377	484	3,110	1,000	1,955	313
Nicholas		3,567	.0019	1,699	.0025	63	48	1,141	136	242	67	223	571	239	378	158
Ohio		7,691	.0040	1,538	.0059	56	38	2,052	146	615	245	67	1,408	665	946	354
Oldham		7,018	.0036	2,127	.0052	62	43	1,756	233	334	136	164	2,511	484	732	178
Owen		4,333	.0023	1,733	.0032	63	45	1,052	154	990	170	143	956	187	496	262
Owsley		945	.0005	675	.0015	43	14	417	45	171	92	79	...	100	...	...
Pendleton		5,732	.0029	1,911	.0039	67	50	1,528	267	602	157	93	976	445	647	202
Perry		19,953	.0104	2,591	.0121	58	50	4,938	1,102	4,459	1,011	677	4,059	1,032	530	482
Hazard		12,000	.0062		.0044	102	144	2,995	495	1,034	1,002	677	3,375	572	530	420
Pike		27,507	.0143	1,810	.0219	55	36	7,574	1,101	4,700	1,616	1,378	5,967	2,329	1,334	486
Pikeville		14,691	.0076		.0047	138	224	2,908	539	1,786	1,508	940	5,089	423	673	426
Powell		1,695	.0009	1,059	.0019	49	23	219	197	630	...	90	84	283	28	78
Pulaski		19,358	.0100	2,127	.0118	58	49	4,603	1,046	2,255	1,497	1,554	3,387	1,984	1,180	694
Somerset		14,839	.0077		.0050	106	164	3,438	703	1,681	1,465	1,431	2,808	1,139	930	632
Robertson		500	.0003	714	.0009	56	19	267	9	62	...	...	...	119	33	
Rockcastle		4,203	.0022	2,274	.0039	48	27	964	224	824	160	44	204	881	353	138
Rowan		8,580	.0044	3,064	.0044	65	65	1,478	458	1,069	374	692	2,313	892	967	272
Russell		4,051	.0021	1,397	.0031	47	32	1,163	109	504	165	228	615	558	336	199
Scott		10,115	.0053	2,299	.0068	74	58	3,174	551	522	365	524	1,904	765	809	368
Shelby		16,285	.0084	2,854	.0089	78	72	2,988	705	1,333	525	903	4,240	1,071	1,965	154
Shelbyville		13,818	.0072		.0038	141	267	2,471	630	1,039	525	782	4,057	773	1,269	154
Simpson		10,661	.0056	3,136	.0050	74	82	1,805	404	427	1,299	114	1,965	729	960	133
Spencer		3,509	.0018	2,506	.0022	69	56	689	103	270	322	267	1,145	144	...	438
Taylor		10,580	.0055	2,519	.0059	65	60	2,401	328	828	770	733	1,917	879	1,776	248
Todd		7,094	.0037	2,217	.0040	62	57	1,722	286	848	108	416	796	553	884	304
Trigg		4,787	.0025	2,519	.0027	60	56	1,232	168	412	73	226	1,182	485	493	196
Trimble		2,123	.0011	1,249	.0021	60	31	452	144	163	...	128	...	407	482	146
Union		13,457	.0070	2,925	.0075	75	70	3,262	689	913	364	775	2,756	948	1,968	427
Warren		41,262	.0214	3,102	.0206	78	81	8,621	2,451	3,784	2,868	1,673	7,675	3,537	3,895	1,408
Bowling Green		35,733	.0186		.0156	95	113	7,424	1,936	3,520	2,868	1,673	6,446	2,982	3,520	1,349
Washington		7,015	.0038	2,505	.0039	60	55	1,869	230	810	411	213	1,216	398	935	211
Wayne		4,335	.0023	1,112	.0045	46	24	597	133	575	261	128	1,105	278	409	282
Webster		9,553	.0049	1,873	.0060	64	52	2,237	320	1,358	186	472	1,751	1,191	1,112	248
Whitley		18,723	.0098	3,228	.0090	65	71	4,763	820	2,182	1,386	893	4,852	1,685	801	468
[1]Corbin		12,275	.0064		.0053	84	102	2,744	595	1,337	627	770	3,664	1,241	565	197
Wolfe		1,279	.0006	853	.0017	45	16	250	21	667	67	...	69	28	35	39
Woodford		8,614	.0045	2,779	.0049	78	71	2,449	373	323	210	223	1,479	763	1,316	289
Total Above Cities		1,466,265	.7617		.6197	109	134	319,180	103,161	200,129	106,113	76,693	298,189	80,835	98,374	57,498
State Total		2,394,352	1.2438	2,879	1.3892	76	69	592,989	158,658	305,371	134,257	111,210	471,284	166,238	190,557	83,058

METRO. AREAS		RETAIL SALES — SM ESTIMATES, 1956														
Huntington-Ashland	65	282,376	.1363	3,594	.1367	88	88	64,270	14,507	41,727	18,122	15,771	47,369	17,207	16,828	7,876
Lexington	78	138,586	.0720	4,017	.0698	98	101	25,719	7,770	22,559	13,308	7,013	20,747	8,720	10,776	5,190
Louisville	84	802,712	.4169	3,863	.4149	101	102	180,043	67,591	108,796	55,494	38,139	157,931	50,193	46,836	33,631
△Paducah	240	68,138	.0354	2,759	.0390	85	77	16,207	5,354	8,841	4,228	2,804	13,016	5,196	2,797	2,886
Total Above Areas		1,271,812	.6606	3,741	.6604	97	97	286,239	95,222	179,923	91,152	63,727	239,063	81,316	77,237	49,383

[1] Corbin is in Knox and Whitley Counties.

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Before using these figures, read foreword, page 11.

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KTBS RADIO SHREVEPORT LOUISIANA

LOUISIANA — (Other West South Central States: Arkansas, Oklahoma, Texas.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Map, page 405

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alexandria	Rapides	41.3	547	131	110	48	44	27	32	47	24	18
Bastrop	Morehouse	17.0	212	74	34	12	15	7	15	22	8	9
Baton Rouge	E. Baton Rouge	156.9	1,341	309	222	88	111	84	69	159	74	68
Bogalusa	Washington	20.3	249	76	33	29	22	13	19	20	4	9
Bossier City	Bossier	24.1	180	46	41	8	5	7	12	31	9	6
Crowley	Acadia	15.0	190	44	30	9	11	17	10	22	15	4
Gretna	Jefferson	17.0	171	48	25	21	13	11	10	16	8	5
Hammond	Tangipahoa	10.6	174	52	28	9	11	8	10	23	12	5
Houma	Terrebonne	14.2	310	96	59	34	17	21	17	21	13	9
Jennings	Jeff Davis	11.5	147	48	13	8	10	7	8	14	13	4
Jonesboro	Jackson	3.7	73	21	6	7	10	3	9	6	2	3
Lafayette	Lafayette	44.3	534	145	95	28	33	40	24	49	20	15
Lake Charles	Calcasieu	66.2	599	149	111	37	53	32	30	67	41	19
Minden	Webster	13.1	206	65	17	14	20	15	13	25	10	7
Monroe	Ouachita	47.1	651	154	115	42	75	31	33	51	29	29
Natchitoches	Natchitoches	9.9	153	49	10	16	11	13	8	9	8	5
New Iberia	Iberia	20.7	356	118	56	21	17	21	18	36	20	9
New Orleans	Orleans	639.8	6,100	1,626	1592	512	396	252	200	384	185	268
Opelousas	St. Landry	14.7	304	113	45	25	18	11	11	20	19	6
Ruston	Lincoln	11.8	184	46	13	12	13	15	9	24	6	5
Shreveport	Caddo	171.7	1,614	372	247	122	153	97	72	170	54	60
Thibodaux	Lafourche	12.5	197	65	37	22	18	6	11	12	8	3
West Monroe	Ouachita	17.0	211	65	31	20	11	16	4	21	7	5

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Acadia		48.7	.0289	12.9	23.9	48,391	.0171	994	3,751	13.3	3,644	44.3	18.2	31.3	29.1	17.4	24.8	3.8	8.5	3.2	19.4
Crowley		15.0	.0089	4.3		17,844	.0063	1,190	4,150	4.6	3,848	40.2	15.6	32.8	28.8	19.2	26.0	4.2	9.1	3.6	20.5
Allen		19.9	.0118	5.4	6.0	20,144	.0071	1,012	3,730	5.7	3,519	42.9	18.2	31.9	30.7	18.8	27.8	4.1	9.6	2.3	13.7
Ascension		23.2	.0137	6.1	4.4	20,476	.0072	883	3,357	6.1	3,345	47.3	21.2	26.1	26.5	20.2	31.4	4.7	11.5	1.7	9.4
Assumption		16.4	.0097	4.0		11,848	.0042	722	2,962	4.1	2,919	56.1	28.8	28.4	32.6	11.6	20.7	2.2	6.2	1.7	11.6
Avoyelles		38.3	.0227	10.4	8.5	31,886	.0112	833	3,066	6.0	3,298	44.0	20.0	31.9	32.7	16.9	29.6	3.7	9.2	1.5	8.3
Beauregard		20.6	.0122	5.6	6.6	19,900	.0070	971	3,554	11.2	2,850	54.9	28.7	28.0	33.2	13.5	24.5	2.6	7.4	1.0	6.2
Bienville		17.0	.0100	4.4		13,769	.0049	810	3,129	4.7	2,956	52.1	26.4	29.0	33.1	15.5	27.3	2.3	6.5	1.1	6.7
Bossier	136	46.6	.0277	13.0	25.4	62,543	.0220	1,342	4,811	16.4	3,819	41.5	16.3	26.0	23.0	23.7	32.3	6.0	13.0	2.8	15.4
Bossier City		24.1	.0143	7.1		31,924	.0112	1,325	4,496	7.5	4,231	33.1	11.7	26.2	20.9	29.9	36.8	7.8	15.2	3.0	15.4
Caddo	136	209.4	.1240	60.9	177.9	331,118	.1167	1,581	5,437	71.1	4,657	34.8	11.2	25.4	18.4	26.2	29.3	8.2	14.5	5.4	26.6
▲Shreveport		171.7	.1017	51.5		293,213	.1033	1,706	5,693	62.4	4,696	34.4	11.0	25.4	18.2	26.3	29.2	8.4	14.7	5.5	26.9

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Booming Baton Rouge on the Mississippi, the market that grew fabulously from 1940–1950, kept right on into the mid-50's (population now 175,000 estimated). Today this key market stands at the head of deepwater navigation on the great river, the area surrounding it, with the area below above New Orleans, on the threshold of development into one of the country's most comprehensive Chemical Processing areas.

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LOUISIANA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Calcasieu	219	123.6	.0732	34.9	89.6	169,101	.0666	1,530	5,418	38.5	4,915	27.0	8.2	25.6	17.6	33.0	35.0	9.3	15.5	5.1	23.7
△Lake Charles		66.2	.0392	14.3		117,329	.0413	1,772	8,205	23.1	5,079	26.3	7.8	25.4	17.0	32.9	33.7	9.6	15.4	5.8	26.1
Caldwell		10.0	.0059	2.7		9,138	.0033	914	3,384	2.9	3,103	50.4	24.3	32.1	35.1	12.5	20.9	3.2	8.5	1.8	11.2
Cameron		5.2	.0031	1.3		5,712	.0020	1,098	4,394	1.4	4,115	35.7	13.0	28.2	23.2	25.9	32.8	7.0	13.9	3.2	17.1
Catahoula		11.0	.0065	2.7		8,885	.0031	808	3,291	3.1	2,858	57.2	29.9	27.1	32.1	11.7	21.3	2.6	7.5	1.4	9.2
Claiborne		23.2	.0138	6.2	7.3	24,557	.0086	1,058	3,961	6.6	3,741	46.0	18.4	24.2	21.9	21.2	29.5	5.5	12.1	3.1	18.1
Concordia		14.0	.0083	3.7	3.7	12,363	.0044	883	3,341	4.0	3,088	56.0	27.1	24.4	28.7	14.1	23.8	3.5	9.3	2.0	13.1
De Soto		22.4	.0132	5.8	4.1	19,627	.0069	876	3,384	6.4	3,067	55.2	27.0	25.1	27.6	14.6	24.8	3.3	8.8	1.8	11.8
East Baton Rouge	13	220.5	.1307	61.4	189.1	383,022	.1350	1,737	6,238	75.6	5,064	30.6	9.0	22.1	14.8	30.5	31.4	10.8	17.5	6.0	27.3
▲Baton Rouge		156.9	.0929	45.5		286,797	.1011	1,828	6,303	55.6	5,158	29.7	8.6	22.0	14.4	31.0	31.3	11.1	17.7	6.2	28.0
East Carroll		15.2	.0090	3.9	3.9	12,835	.0045	844	3,291	4.7	2,704	63.2	35.0	23.8	29.7	9.1	17.5	2.4	7.4	1.5	10.4
East Feliciana		19.7	.0116	3.4	7.2	11,104	.0039	564	3,266	3.8	2,956	60.0	30.4	24.7	28.3	10.3	18.1	2.7	7.4	2.3	15.8
Evangeline		33.2	.0197	8.9	7.1	28,192	.0100	849	3,168	8.9	3,166	52.7	24.9	26.6	28.5	15.8	25.9	2.8	7.2	2.1	13.5
Franklin		28.7	.0170	7.1	3.6	23,847	.0084	831	3,359	7.6	3,130	52.6	25.1	28.6	31.0	13.4	22.3	3.4	8.8	2.0	12.6
Grant		13.5	.0080	3.4		10,464	.0036	778	3,078	3.7	2,843	55.3	29.1	27.5	32.6	13.8	25.3	2.4	7.1	1.0	5.9
Iberia		43.2	.0256	11.3	23.5	47,717	.0169	1,105	4,223	12.1	3,943	39.4	14.9	29.4	25.2	21.6	28.6	6.4	13.4	3.2	17.9
New Iberia		20.7	.0123	5.9		27,218	.0096	1,315	4,613	6.1	4,461	33.4	11.2	28.4	21.7	25.2	29.4	8.6	15.7	4.4	23.0
Iberville		26.1	.0155	7.1	5.6	24,553	.0086	941	3,458	7.1	3,452	48.2	20.9	27.7	27.1	17.4	26.3	4.1	9.7	2.6	16.0
Jackson		14.6	.0086	3.6	3.7	14,299	.0050	979	3,972	4.0	3,549	39.0	16.5	31.9	30.4	23.0	33.7	4.4	10.1	1.7	9.3
Jonesboro		3.7	.0022	1.1		4,697	.0017	1,269	4,270	1.1	4,146	32.5	11.7	29.5	24.1	27.9	35.0	7.3	14.5	2.8	14.7
Jefferson	98	158.6	.0940	44.5	137.7	236,561	.0834	1,492	5,316	45.7	5,176	23.3	6.7	28.5	18.6	32.4	32.6	9.9	15.8	5.9	26.3
Gretna		17.0	.0101	4.9		23,236	.0082	1,367	4,742	5.1	4,586	29.5	9.6	29.8	22.0	28.4	32.3	7.8	14.0	4.5	23.1
Jefferson Davis		27.9	.0165	7.4	14.0	33,213	.0117	1,190	4,488	8.2	4,037	42.4	18.7	28.3	23.7	19.7	25.4	5.2	10.7	4.4	24.5
Jennings		11.5	.0068	3.4		14,656	.0052	1,274	4,311	3.5	4,165	37.3	13.4	29.6	24.0	23.4	29.3	5.6	11.1	4.1	22.2
Lafayette		68.8	.0408	18.2	44.3	81,860	.0289	1,190	4,498	20.6	3,966	41.9	15.8	28.1	23.9	20.4	26.8	5.8	12.0	3.6	21.5
Lafayette		44.3	.0262	12.0		60,826	.0214	1,373	5,069	14.8	4,107	40.4	14.7	27.9	23.0	21.2	26.9	6.3	12.7	4.2	22.7
Lafourche		45.8	.0271	11.3	15.2	44,551	.0157	973	3,943	11.5	3,889	36.8	14.2	32.1	28.1	23.0	31.0	5.3	11.2	2.8	15.5
Thibodaux		12.5	.0074	3.7		15,477	.0055	1,238	4,183	3.7	4,218	33.6	11.9	32.2	25.9	24.3	29.9	6.1	11.9	3.8	20.4
La Salle		13.7	.0081	3.8		14,222	.0050	1,038	3,743	4.2	3,422	43.4	19.0	29.7	29.4	21.3	32.4	3.8	9.1	1.8	10.1
Lincoln		26.7	.0158	6.8	11.8	31,555	.0111	1,182	4,640	9.1	3,453	52.1	22.6	24.6	24.1	16.1	24.3	4.1	9.7	3.1	19.3
Ruston		11.8	.0070	2.9		18,532	.0065	1,571	6,390	4.9	3,791	49.0	19.3	24.1	21.6	17.9	24.6	5.0	10.8	4.0	23.7
Livingston		21.5	.0128	5.6		21,963	.0077	1,022	3,922	5.9	3,706	42.9	17.3	25.7	23.4	23.8	33.5	5.0	11.2	2.6	14.6
Madison		16.6	.0098	4.4	7.6	14,273	.0051	860	3,244	5.3	2,702	60.9	33.7	24.6	30.9	11.3	21.7	2.1	6.4	1.1	7.3
Morehouse		35.4	.0210	9.2	17.0	37,243	.0131	1,052	4,048	10.4	3,577	44.8	18.7	28.9	25.5	21.2	30.9	4.7	10.7	2.4	14.2
Bastrop		17.0	.0101	4.8		22,248	.0078	1,309	4,635	5.7	3,936	38.1	14.5	27.8	23.9	25.3	33.5	5.9	12.2	2.9	15.9
Natchitoches		37.0	.0219	9.3	9.9	30,934	.0109	836	3,326	10.5	2,958	58.9	29.8	23.9	27.4	12.0	21.0	3.3	9.1	1.9	12.7
Natchitoches		9.9	.0059	2.8		14,003	.0049	1,414	5,001	3.9	3,600	49.1	20.4	24.8	23.2	17.4	25.2	5.7	13.1	3.0	18.1

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the most profitable use of the Survey of Buying Power data.

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LOUISIANA

COUNTIES CITIES (continued)

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956

The "SM" symbol's mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Orleans	98	639.8	.3790	189.5	639.8	1,052,867	.3710	1,646	5,556	222.8	4,726	31.8	10.1	28.5	20.5	26.3	28.9	7.9	13.7	5.5	26.8
▲New Orleans		639.8	.3790	189.5		1,052,867	.3710	1,646	5,556	222.8	4,726	31.8	10.1	28.5	20.5	26.3	28.9	7.9	13.7	5.5	26.8
Ouachita	233	87.3	.0517	25.2	64.1	124,440	.0438	1,425	4,939	28.9	4,309	35.4	12.3	28.5	22.4	25.4	30.7	6.4	12.2	4.3	22.4
△*Monroe-West Monroe*		*64.1*	*.0380*	*19.2*		*101,276*	*.0357*	*1,580*	*5,275*												
△Monroe		47.1	.0279	14.3		74,615	.0263	1,584	5,218	16.9	4,409	30.6	12.4	28.5	21.9	23.5	27.7	6.3	11.7	5.1	26.3
△West Monroe		17.0	.0101	4.9		26,661	.0094	1,568	5,441	6.3	4,239	31.5	11.1	28.0	22.5	30.2	37.1	7.3	14.0	3.0	15.3
Plaquemines		15.2	.0090	3.7		17,801	.0063	1,171	4,811	4.3	4,172	35.5	12.7	25.1	20.4	28.4	35.4	5.0	15.8	3.0	15.7
Pointe Coupee		20.8	.0123	5.2	2.7	17,847	.0063	858	3,432	5.8	3,065	56.6	27.6	24.8	27.4	13.5	23.0	3.0	7.9	2.1	14.1
Rapides	170	107.8	.0639	29.1	49.1	124,042	.0437	1,151	4,263	32.2	3,856	41.9	16.2	29.3	25.7	20.3	27.5	5.0	10.7	3.5	19.9
Alexandria-Pineville		*51.1*	*.0303*	*15.4*		*76,717*	*.0270*	*1,501*	*4,989*												
△Alexandria		41.3	.0245	12.5		60,608	.0214	1,468	4,849	14.1	4,300	37.8	13.1	28.8	22.8	22.4	27.1	6.2	11.8	4.8	25.2
Red River		10.6	.0062	2.7		7,997	.0028	762	2,962	2.8	2,838	59.7	31.5	24.0	28.6	12.1	22.2	2.7	7.8	1.5	9.9
Richland		25.2	.0149	6.4	3.0	21,165	.0075	840	3,307	6.6	3,198	52.1	24.4	28.6	28.0	15.8	25.8	3.5	9.0	2.0	12.8
Sabine		19.9	.0118	5.1		18,429	.0058	925	3,220	5.5	2,983	55.0	27.8	27.2	30.9	13.3	23.2	2.9	8.0	1.6	10.3
St. Bernard	98	15.3	.0091	3.7	3.6	17,687	.0062	1,156	4,780	4.4	4,057	35.9	13.2	29.3	24.5	25.3	32.5	6.3	12.7	3.2	17.1
St. Charles		13.7	.0081	3.5	3.6	14,201	.0050	1,037	4,057	3.5	4,074	38.6	14.2	25.0	20.7	25.3	32.3	7.9	16.0	3.2	16.8
St. Helena		9.4	.0056	2.4		7,120	.0025	757	2,967	2.5	2,864	56.1	29.3	26.7	31.5	13.7	24.9	2.3	6.5	1.2	7.8
St. James		14.9	.0088	3.4		9,674	.0034	649	2,845	3.4	2,817	55.8	29.6	28.3	34.0	12.6	23.6	2.0	5.9	1.1	6.9
St. John the Baptist		14.6	.0087	3.5	4.3	12,066	.0043	826	3,447	3.7	3,260	41.9	19.1	33.5	34.6	10.9	31.6	3.6	8.9	1.1	5.8
St. Landry		85.1	.0504	20.3	22.0	69,254	.0244	814	3,412	21.8	3,176	52.7	24.8	27.0	29.0	14.7	24.0	3.5	8.9	2.1	13.3
Opelousas		14.7	.0087	4.0		17,326	.0061	1,179	4,332	4.5	3,875	45.3	17.5	26.2	22.8	18.9	25.4	5.8	12.3	3.8	22.0

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

MONROE, LOUISIANA

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Walter Koch, Executive Vice President

WATCH FOR

JULY 10, 1957

The Survey of Industrial Buying Power

The Survey of Industrial Buying Power, for years a regular feature of the May 10 Survey of Buying Power, comes into its own this year — and will be published as a *separate issue* of Sales Management. Publication date: July 10.

FULL COLOR COMES TO MONROE

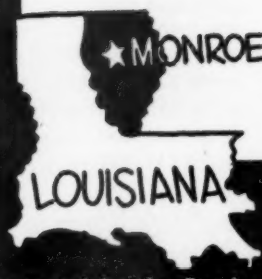
Now! Full-Color Impact in Louisiana's Largest "One-Paper" Market!

39,328 Circulation

IN LOUISIANA'S 15 NORTHEAST PARISHES

Key City Paper No. 2—8,242 Key City Paper No. 3—1,000

$362,201,000.00 Spendable Income



Monroe News-Star & World

MONROE, LOUISIANA

Represented by the Branham Company

LOUISIANA

COUNTIES CITIES (continued)

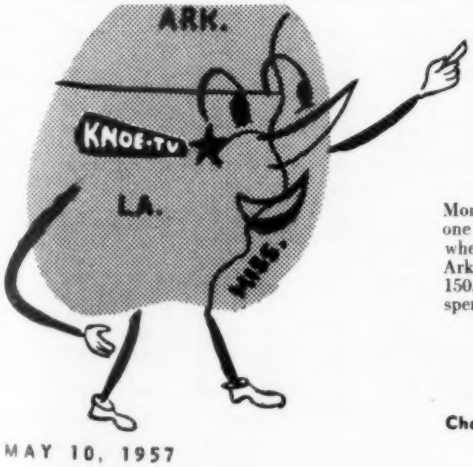
SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
St. Martin	26.3	.0156	6.1	4.6	21,943	.0077	834	3,597	6.8	3,249	50.4	23.2	29.7	30.9	14.7	23.6	2.8	7.0	2.4	15.3
St. Mary	39.2	.0232	10.3	20.7	44,215	.0156	1,128	4,293	11.2	3,951	39.3	14.9	28.5	24.4	23.0	30.3	6.9	12.3	3.3	18.1
Tammany	29.3	.0173	8.2	9.5	28,625	.0101	977	3,491	8.6	3,323	46.8	21.1	30.1	30.7	17.4	27.2	3.7	9.2	2.0	11.8
Tangipahoa	58.4	.0346	15.8	17.5	55,558	.0195	951	3,516	16.1	3,066	52.9	25.8	28.1	31.1	14.5	24.6	2.7	7.3	1.8	11.2
Hammond	10.6	.0063	2.8		14,321	.0050	1,351	5,115	4.2	3,418	50.8	22.3	25.7	25.3	16.5	25.2	4.3	10.4	2.7	16.8
Tensas	12.4	.0074	3.2		9,941	.0035	802	3,107	3.5	2,829	62.7	33.2	22.6	26.9	9.8	18.0	3.1	9.0	1.8	12.9
Terrebonne	49.0	.0290	11.9	19.0	49,403	.0174	1,008	4,152	12.5	3,940	38.2	14.5	28.9	24.8	23.6	31.2	6.3	13.2	3.0	16.3
Houma	14.2	.0084	4.0		19,048	.0067	1,341	4,762	4.2	4,579	31.4	10.3	27.4	20.1	27.9	31.8	8.9	16.0	4.4	21.8
Union	18.7	.0111	4.7		16,312	.0058	872	3,471	5.1	3,187	46.5	21.8	32.6	34.5	16.4	26.9	3.0	7.8	1.5	9.0
Vermilion	36.9	.0218	10.1	14.1	35,762	.0126	969	3,541	10.6	3,371	51.2	22.8	27.1	27.1	15.1	23.4	3.8	9.2	2.8	17.5
Vernon	21.1	.0125	6.0	5.3	17,890	.0063	848	2,982	6.3	2,855	56.3	29.5	26.8	31.7	13.3	24.3	2.4	6.9	1.2	7.6
Washington	41.2	.0244	11.0	20.3	43,534	.0153	1,057	3,958	11.8	3,696	42.2	17.1	29.5	26.9	20.0	28.1	5.7	12.8	2.6	15.1
Bogalusa	20.3	.0120	5.9		25,253	.0089	1,244	4,280	6.4	3,951	38.0	14.4	29.3	25.2	22.9	30.2	6.8	14.0	3.0	16.2
Webster	37.8	.0224	10.3	16.5	40,074	.0142	1,060	3,891	10.6	3,768	37.2	14.8	31.2	28.0	24.4	33.7	4.8	10.4	2.4	13.1
Minden	13.1	.0078	3.6		16,136	.0057	1,232	4,482	4.1	3,944	36.3	13.8	30.7	26.2	24.7	32.7	5.4	11.2	2.9	16.1
West Baton Rouge	12.1	.0072	3.3	3.3	11,821	.0041	977	3,582	3.3	3,626	46.5	19.2	24.0	22.4	21.3	30.5	5.6	12.8	2.6	15.1
West Carroll	15.6	.0092	3.7		11,683	.0041	749	3,158	4.2	2,751	58.9	32.0	26.6	32.7	11.0	20.9	2.3	6.9	1.2	7.5
West Feliciana	9.3	.0056	1.6		5,673	.0020	610	3,548	2.0	2,900	57.4	29.6	25.9	30.3	12.3	22.1	2.9	8.1	1.5	9.9
Winn	15.9	.0094	4.3	5.6	14,712	.0052	925	3,421	4.9	3,016	50.7	25.2	31.7	35.5	13.8	23.9	2.3	6.2	1.5	9.2
Total Above Cities	1400.4	.8297	405.7		2,254,835	.7945	1,610	5,558	485.5	4,645	33.2	10.7	27.2	19.8	26.4	29.6	8.0	14.2	5.2	25.7
State Total	3018.8	1.7684	824.8	1787.8	3,851,591	1.3572	1,276	4,670	928.0	4,150	38.9	14.0	27.5	22.4	23.1	29.0	6.5	12.9	4.0	21.7

© SM, 1957.

Before using these figures, read foreword, page 11.



It's MONROE And Much MORE When You Buy KNOE-TV

Monroe and its immediate trade area represent a tremendously rich market, with one of the highest family income averages in the nation, but that's just the start when you buy powerful KNOE-TV. This 230,000 watter booms into 56 counties in Arkansas, Louisiana and Mississippi where 286,500 homes have tv sets . . . and over 150,000 of those sets are reached only by KNOE-TV. The population is 1,664,500 . . . spendable income $1,591,352,000. May we tell you more?

KNOE-TV CBS NBC ABC

Channel 8 Monroe, Louisiana • A James A. Noe Station

PAUL H. GOLDMAN
V.-Pres. & Genl. Mgr.
H-R Television, Inc.
National Representative

New measures of the METROPOLITAN SHREVEPORT MARKET

LOUISIANA'S 2ND LARGEST MARKET

WELL WITHIN THE NATION'S TOP 100 MARKETS

		RANK IN THE NATION
METROPOLITAN POPULATION	256,000	90
EFFECTIVE BUYING INCOME	$393,661,000	94
RETAIL SALES	$288,809,000	91
FOOD SALES	$ 66,154,000	89
APPAREL SALES	$ 25,347,000	73
FURNITURE - HOUSEHOLD	$ 16,225,000	91
AUTOMOTIVE SALES	$ 56,851,000	82
GAS - SERVICE STATION	$ 19,301,000	91
LUMBER	$ 19,977,000	92
DRUG SALES	$ 9,917,000	85

CIRCULATION:

M & E 137,123 Morning 85,071
Sunday 104,524 Evening 52,052

(Publishers' Statement as filed with ABC — Six months ending Sept. 30, 1956)

Add to these rankings Shreveport's steady population increase of 51.2% during the 11 year period since World War II as compared to the 31.1% national increase for the same period. You have a plus market — a market with high growth and high bonus returns for your advertising dollar. Isolated from other Metropolitan markets, Shreveport is dominated only by using The Shreveport Times - Shreveport Journal. SOURCES: Sales Management Survey, May, 1946; May 10, 1957.

(NEWSPAPER PRODUCTION COMPANY, Agent For)

The Shreveport Times - Shreveport Journal

✔ CHECK WITH THE BRANHAM MAN

LOUISIANA METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Alexandria	170	107.6	.0639	29.1	49.1	124,042	.0437	1,151	4,263
Baton Rouge	13	220.5	.1307	61.4	189.1	383,022	.1350	1,737	6,238
△Lake Charles	219	123.6	.0723	34.9	89.5	189,101	.0666	1,530	5,418
△Monroe-West Monroe	233	87.3	.0517	25.2	64.1	124,440	.0438	1,425	4,938
New Orleans	98	813.7	.4821	237.7	781.1	1,307,115	.4606	1,606	5,499
Shreveport	136	256.0	.1517	73.9	203.3	393,661	.1387	1,538	5,327
Total Above Areas		1,608.9	.9533	462.2	1,376.5	2,521,381	.8884	1,567	5,456

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Acadia		36,495	.0190	2,829	.0209	69	66	6,249	2,806	4,453	2,912	1,783	8,120	1,857	4,957	974
Crowley		19,103	.0099		.0079	89	111	3,400	1,178	1,335	1,265	1,258	5,059	888	2,968	370
Allen		15,391	.0080	2,850	.0083	70	68	2,191	817	2,114	709	730	2,711	1,538	939	426
Ascension		17,424	.0090	2,856	.0091	66	66	3,710	1,277	2,971	870	997	2,558	1,474	2,132	432
Assumption		7,122	.0037	1,781	.0051	53	38	1,183	530	2,127	53	54	2,109	333	404	276
Avoyelles		20,097	.0105	1,932	.0133	59	46	3,679	1,111	2,242	594	880	5,708	1,343	2,432	799
Beauregard		16,583	.0086	2,961	.0085	70	70	4,284	394	1,463	903	1,059	2,925	1,413	1,270	491
Bienville		7,833	.0040	1,780	.0057	57	40	2,037	271	1,105	398	139	1,229	1,124	636	287
Bossier	136	32,242	.0169	2,480	.0216	78	61	9,530	2,797	1,955	618	838	7,875	3,505	2,092	707
Bossier City		22,132	.0115		.0119	83	80	6,402	1,979	757	581	698	5,906	2,716	1,868	650
Caddo	136	256,567	.1333	4,213	.1231	99	108	56,624	14,446	30,765	24,729	15,389	48,976	15,796	17,885	9,210
▲Shreveport		239,676	.1246		.1094	108	123	51,092	13,395	28,666	24,388	15,034	45,166	14,280	16,885	8,765
Calcasieu	219	131,840	.0685	3,778	.0685	94	94	25,310	9,239	17,098	8,268	6,118	25,478	12,525	13,693	4,165
△Lake Charles		99,101	.0515		.0439	112	131	16,734	5,656	15,455	7,470	4,640	20,509	7,566	10,587	3,187
Caldwell		4,865	.0025	1,802	.0036	61	42	1,029	277	955	96	49	1,144	290	668	135
Cameron		4,748	.0024	3,652	.0023	74	77	1,721	528	222	129	...	575	480	862	146
Catahoula		8,314	.0044	3,079	.0042	65	68	3,357	482	681	153	...	1,663	709	641	310
Claiborne		14,999	.0078	2,419	.0094	68	57	3,545	204	1,596	813	1,054	4,051	1,283	194	873
Concordia		12,021	.0062	3,249	.0057	69	78	2,387	891	1,210	515	323	1,618	1,884	1,818	447
De Soto		16,148	.0084	2,784	.0086	65	64	3,486	214	2,050	698	1,281	4,365	1,894	890	429

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

KTBS·TV

SHREVEPORT, LA.

CHANNEL 3

INVEST YOUR TV DOLLARS WHERE THEY BRING LARGER DIVIDENDS

The latest NIELSEN SURVEY proves that KTBS-TV CHANNEL 3 gives you more . . . more TV homes . . . reaches more of these TV homes MONTHLY and WEEKLY . . . delivers more for your money.

316,400 HOMES in KTBS-TV AREA give you a bonus of 31,900 homes over Station B, according to A. C. Nielsen Co., world's largest statistical and rating organization.

157,980 TELEVISION HOMES in KTBS-TV AREA, a bonus of 13,120 over Station B, is shown by the Nielsen Survey.

136,860 HOMES REACHED MONTHLY by KTBS-TV, a bonus of 6,740 over Station B, proven by Nielsen.

131,870 HOMES REACHED WEEKLY by KTBS-TV, a bonus of 5,120 over Station B is shown by Nielsen.

KTBS-TV with its maximum power is the place to be . . . there's more to see on Channel 3 . . . and more people see it!



E. NEWTON WRAY, President & Gen. Mgr.

NBC and ABC

Represented by

Edward Petry & Co., Inc.

LOUISIANA COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 — Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
East Baton Rouge	13	238,241	.1237	3,880	.1308	100	95	45,459	14,054	33,227	19,229	15,351	48,676	18,128	19,234	9,390
▲Baton Rouge		229,296	.1191		.1049	113	128	43,428	13,332	31,812	19,229	15,158	48,135	16,486	18,605	8,868
East Carroll		7,098	.0037	1,820	.0051	57	41	1,913	817	697	102	209	807	549	1,415	274
East Feliciana		5,071	.0027	1,491	.0051	44	23	1,143	330	725	29	209	1,842	262	224	91
Evangeline		14,009	.0072	1,574	.0111	56	37	2,198	830	2,316	289	781	4,039	563	1,855	372
Franklin		12,799	.0067	1,803	.0096	56	39	2,315	121	1,809	446	362	2,486	800	2,989	548
Grant		5,422	.0028	1,595	.0042	53	35	1,632	231	952	196	119	1,283	497	318	119
Iberia		44,119	.0229	3,904	.0205	80	89	9,006	2,788	4,202	3,718	2,786	9,142	3,704	4,609	1,407
New Iberia		33,496	.0174		.0125	102	141	6,568	1,942	2,610	3,201	2,394	7,455	2,699	3,414	1,029
Iberville		13,213	.0069	1,861	.0095	61	45	3,465	978	1,484	612	913	2,563	764	957	370
Jackson		23,771	.0123	6,603	.0079	92	143	2,552	216	815	764	909	15,941	1,034	557	388
Jonesboro		19,798	.0103		.0044	200	468	1,376	130	211	735	220	15,941	354	422	349
Jefferson	98	113,358	.0589	2,547	.0781	83	63	41,061	11,228	5,411	2,928	4,382	20,718	10,960	8,999	4,011
Gretna		25,963	.0135		.0102	101	134	5,852	1,134	968	1,372	1,189	12,069	1,207	852	712
Jefferson Davis		26,939	.0140	3,640	.0134	81	85	5,440	1,149	1,040	1,419	1,420	6,599	2,199	4,307	828
Jennings		16,210	.0084		.0065	96	124	2,890	481	738	868	695	5,195	1,377	2,129	452
Lafayette		76,809	.0399	4,220	.0348	85	98	12,487	5,325	10,949	5,007	6,455	15,620	5,362	6,840	2,138
Lafayette		68,580	.0356		.0266	102	136	10,861	4,374	10,416	4,916	6,078	14,789	4,697	4,352	1,876
Lafourche		42,427	.0221	3,755	.0199	73	82	9,108	2,983	4,328	2,126	1,626	9,276	2,934	6,509	1,044
Thibodaux		21,702	.0113		.0076	103	153	4,372	1,346	1,596	1,542	439	6,116	819	3,878	491
La Salle		9,716	.0050	2,557	.0056	69	62	2,252	386	912	239	438	3,662	861	431	309
Lincoln		22,681	.0118	3,335	.0122	77	75	4,599	577	1,493	1,485	1,643	6,333	1,849	1,405	883
Ruston		19,475	.0101		.0077	110	144	3,593	534	1,200	1,485	1,643	6,029	1,068	860	502
Livingston		11,895	.0062	2,124	.0083	65	48	3,300	752	626	399	356	2,974	1,310	910	304
Madison		11,795	.0061	2,681	.0063	84	62	2,052	790	819	448	348	3,154	1,295	1,162	448
Morehouse		24,122	.0125	2,622	.0145	89	80	6,629	1,439	2,521	1,259	750	5,461	2,056	1,407	950
Bastrop		20,323	.0106		.0091	90	105	5,364	1,239	1,755	1,191	711	5,246	1,535	1,291	782
Natchitoches		18,241	.0095	1,961	.0127	58	43	3,621	772	2,547	915	688	3,254	1,638	1,953	543
Natchitoches		13,309	.0069		.0057	97	117	2,252	368	1,677	915	688	3,018	892	1,715	451

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

in Louisiana's
2 biggest markets

IT TAKES A
SPECIALIST
TO CATCH (AND HOLD)
the audience

In SHREVEPORT
KCIJ
Country-Western Specialist
First among "indies" in the 35 county-parish ARK-LA-TEX area*—and second only to the 50,000 watter—but at nowhere near the cost!
*Pulse, Mar.-Apr., 1956

In NEW ORLEANS
WMRY
Negro Programming Specialist
Average quarter-hour ratings of 7.4!*—delivering 42% MORE audience than the second station in the Negro market; 85% MORE than the third station!
*Pulse, Sept.-Oct., 1956

KCIJ | WMRY
The BIG City Station with the Country Flavor
5000W 980 KC | "The Sepia Station" 1000W 600 KC

Southland Broadcasting Company
Mort Silverman, Exec. V.P. & Gen. Mgr.
GILL-PERNA, INC. Nat'l Rep.
New York, Chicago, Los Angeles, San Francisco

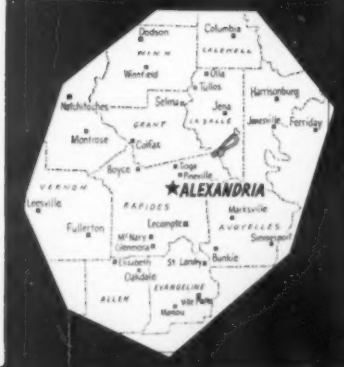
LOUISIANA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Orleans	98	766,577	.3982	4,045	.3808	100	105	131,163	74,938	173,320	70,670	47,622	108,953	42,956	33,668	33,917
▲New Orleans		766,577	.3982		.3808	100	105	131,163	74,938	173,320	70,670	47,622	108,953	42,956	33,668	33,917
Ouachita	233	102,222	.0531	4,056	.0482	93	103	20,525	6,011	13,938	8,096	6,749	18,761	7,313	8,714	2,937
△*Monroe-West Monroe*		*98,814*	*.0513*		*.0409*	*108*	*135*	*19,381*	*5,225*	*13,678*	*8,033*	*6,749*	*18,698*	*6,691*	*8,474*	*2,835*
△Monroe		82,990	.0431		.0317	114	154	13,004	4,498	13,122	7,531	5,813	17,414	5,119	7,275	2,420
△West Monroe		15,824	.0082		.0092	91	61	6,317	729	556	502	936	1,284	1,572	1,199	415
Plaquemines		13,269	.0069	3,586	.0070	78	77	5,163	1,395	910	...	323	1,230	1,871	861	286
Pointe Coupee		8,726	.0045	1,678	.0069	58	37	2,548	882	761	266	319	1,885	607	685	394
Rapides	170	93,660	.0487	3,219	.0493	77	76	19,770	5,018	16,077	6,404	5,135	16,727	7,926	5,760	2,598
Alexandria-Pineville		*81,395*	*.0423*		*.0383*	*107*	*140*	*15,909*	*3,888*	*15,056*	*6,380*	*4,838*	*16,619*	*5,107*	*4,170*	*2,469*
△Alexandria		73,301	.0381		.0270	110	156	11,936	3,574	14,696	6,320	3,993	16,298	4,397	3,416	2,200
Red River		5,411	.0028	2,004	.0035	56	45	1,191	150	813	172	145	1,409	391	645	172
Richland		16,682	.0068	2,635	.0093	62	59	3,839	515	1,539	409	727	3,940	1,346	2,531	432
Sabine		11,065	.0057	2,170	.0070	59	48	2,917	190	1,617	573	533	2,181	943	563	441
St. Bernard	98	5,684	.0030	1,536	.0058	64	33	2,218	867	298	42	128	383	885	470	144
St. Charles		7,674	.0040	2,193	.0053	68	49	1,389	1,119	874	178	607	1,192	852	765	300
St. Helena		1,742	.0009	726	.0027	48	16	439	15	711	...	...	...	103	...	18
St. James		10,059	.0052	2,959	.0060	57	59	2,007	610	3,512	31	534	965	392	1,129	166
St. John the Baptist		5,676	.0029	1,622	.0048	55	33	1,755	1,119	1,039	37	177	222	383	571	285
St. Landry		58,187	.0303	2,866	.0313	62	60	9,639	4,300	8,477	3,442	5,902	12,003	4,205	4,984	1,233
Opelousas		32,543	.0169		.0099	114	194	4,026	1,627	5,510	2,077	5,136	8,232	1,176	2,092	691
St. Martin		12,907	.0067	2,116	.0090	58	43	2,198	954	1,717	550	500	3,452	1,109	1,615	223
St. Mary		42,821	.0222	4,157	.0191	82	96	12,371	3,391	2,229	2,749	1,946	8,764	3,674	3,788	1,439

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.



The immense buying potential of the constantly expanding Alexandria-Pineville Market* is reflected in these indices. Population 335,400 +2%, E.B.I. $322,872,000 +11%, Food Sales $48,889,000 +5%, Gen. Mdse. $32,389,000 +19%. Alexandria Metro Area Apparel sales gain—'55 vs '48—ranked #112 out of 260. New Orleans was #113. To reach effectively and influence buyers, advertise in this newspaper which annually sells over 7,500,000 copies.

*12 Parishes—S.M. 1957 vs 1953.

Alexandria Daily Town Talk

Representatives The John Budd Company

The Louisiana Purchase



The New Orleans Mardi Gras—1957

and practically all of 'em read The Times-Picayune States

REPRESENTED BY JANN & KELLEY, INC.

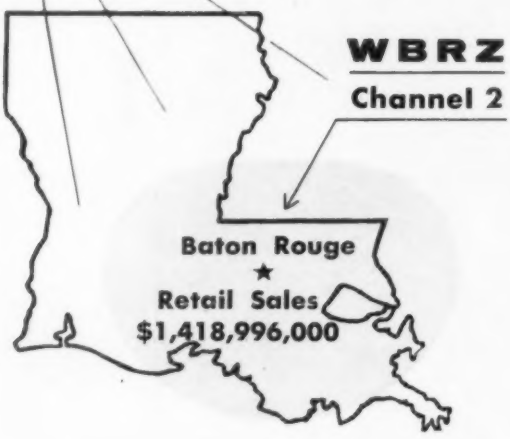
1st ADVERTISING MEDIUM in America's 2nd Port in Nation's 2nd oil-producing state

CIRCULATION DAILY 288,256 SUNDAY 281,105

A.B.C. Publisher's Statement 6 mos. ending Sept. 30, 1956, daily 6-day M and 5-day E

Only sunshine reaches more homes in this **BILLION DOLLAR MARKET**

© WBRZ-TV



WBRZ Channel 2

BATON ROUGE, LOUISIANA

Power:
100,000 watts
Tower: 1001 ft.
NBC-ABC

Represented by Hollingbery

AUDIENCES are MARKETS

NIGHT

—from 5 p. m. to sign-off—Monday thru Friday WBRZ rated highest in 125 quarter hours out of a total of 149.

DAY

—from 12 noon to 3:30 p. m.—Monday thru Friday WBRZ rating tops all others combined.

from a study by American Research Bureau, Inc., encompassing 31 parishes and counties in Louisiana and Mississippi.

LOUISIANA — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
St. Tammany		25,373	.0132	3,094	.0125	72	76	5,102	2,968	1,594	856	1,305	6,390	2,415	1,949	706
Tangipahoa		49,378	.0256	3,125	.0243	76	74	10,687	2,656	7,771	1,573	1,580	10,078	4,223	3,737	1,537
Hammond		19,161	.0100		.0068	108	159	3,627	957	3,223	1,028	757	3,918	2,524	943	597
Tensas		6,269	.0033	1,959	.0042	57	45	1,089	300	1,130	173	106	899	370	1,811	328
Terrebonne		50,392	.0262	4,235	.0224	77	90	11,913	3,104	8,288	2,548	3,078	9,843	3,362	4,609	1,306
Houma		39,409	.0205		.0112	133	244	8,816	2,125	5,828	2,457	2,975	8,048	2,461	3,603	1,184
Union		9,557	.0049	2,033	.0066	59	44	2,011	51	1,299	136	95	3,386	635	342	241
Vermilion		29,120	.0152	2,883	.0152	70	76	5,979	1,457	1,738	1,370	1,683	4,681	2,660	5,815	1,019
Vernon		18,471	.0096	3,079	.0085	68	77	3,825	1,584	1,271	1,773	491	4,738	2,055	368	827
Washington		31,427	.0163	2,857	.0175	72	87	7,586	1,332	3,327	1,919	1,402	6,580	2,593	2,575	1,223
Bogalusa		23,235	.0121		.0105	88	101	6,261	1,243	1,923	1,624	1,232	4,790	2,006	1,496	948
Webster		31,486	.0163	3,057	.0164	73	73	7,793	1,477	3,340	1,723	2,151	6,993	2,938	2,607	1,007
Minden		17,688	.0092		.0072	92	118	4,038	550	1,260	958	1,400	4,584	1,560	2,008	630
West Baton Rouge		4,925	.0026	1,492	.0043	60	36	1,812	996	564	60	61	133	715	375	130
West Carroll		7,270	.0038	1,965	.0050	94	41	763	120	1,231	249	42	2,093	602	1,114	225
West Feliciana		2,683	.0014	1,677	.0026	46	25	731	217	402	...	56	892	74	166	83
Winn		9,183	.0047	2,131	.0059	63	50	2,788	159	1,112	649	414	1,756	776	569	521
Total Above Cities		1,919,092	.9970		.8626	104	120	353,372	137,327	318,624	162,225	120,709	374,154	120,355	125,526	71,486
State Total		2,762,469	1.4350	3,349	1.4668	82	80	571,881	199,582	410,779	190,709	154,231	525,404	202,397	210,380	98,089

METRO. AREAS — RETAIL SALES — SM ESTIMATES, 1956

△Alexandria	170	93,660	.0487	3,219	.0493	77	76	19,770	5,018	16,077	6,404	5,135	16,727	7,926	5,760	2,886
Baton Rouge	13	238,241	.1237	3,880	.1308	100	95	45,459	14,054	33,227	19,229	15,351	48,876	18,128	19,234	9,388
△Lake Charles	219	131,840	.0685	3,778	.0685	94	94	25,310	9,239	17,096	8,268	6,118	25,478	12,525	13,693	4,165
△Monroe-West Monroe	233	102,222	.0531	4,056	.0482	93	103	20,525	6,011	13,938	8,096	6,749	18,761	7,313	8,714	2,937
New Orleans	98	885,619	.4601	3,726	.4647	96	95	174,462	87,033	179,029	73,640	52,132	130,034	54,811	43,137	38,072
Shreveport	138	288,808	.1501	3,908	.1447	95	99	66,154	17,243	32,720	25,347	18,225	56,851	19,301	19,977	9,917
Total Above Areas		1,740,391	.9042	3,765	.9062	95	95	351,680	138,598	292,089	140,984	101,710	296,527	120,004	110,515	67,088

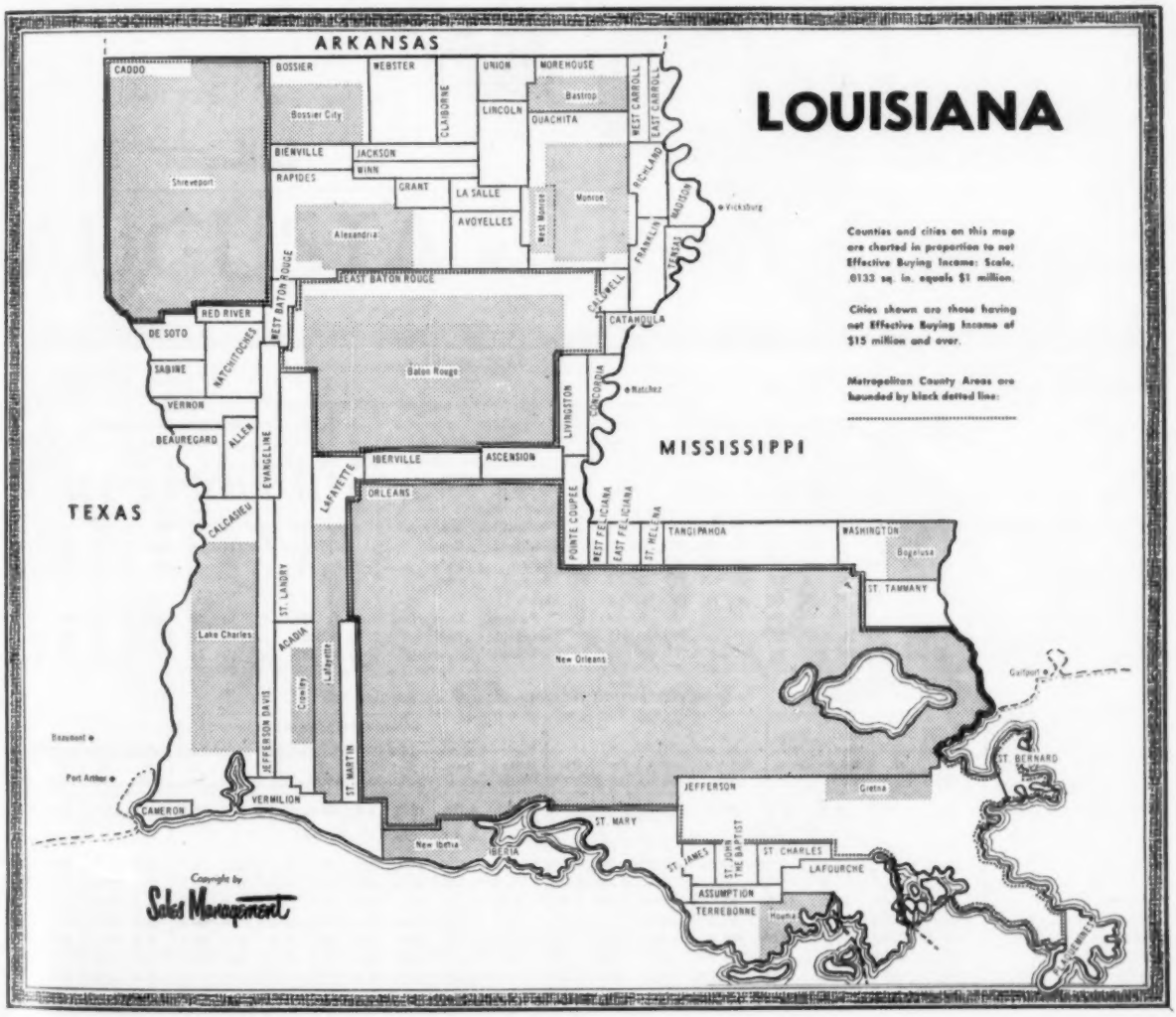
© SM, 1957.

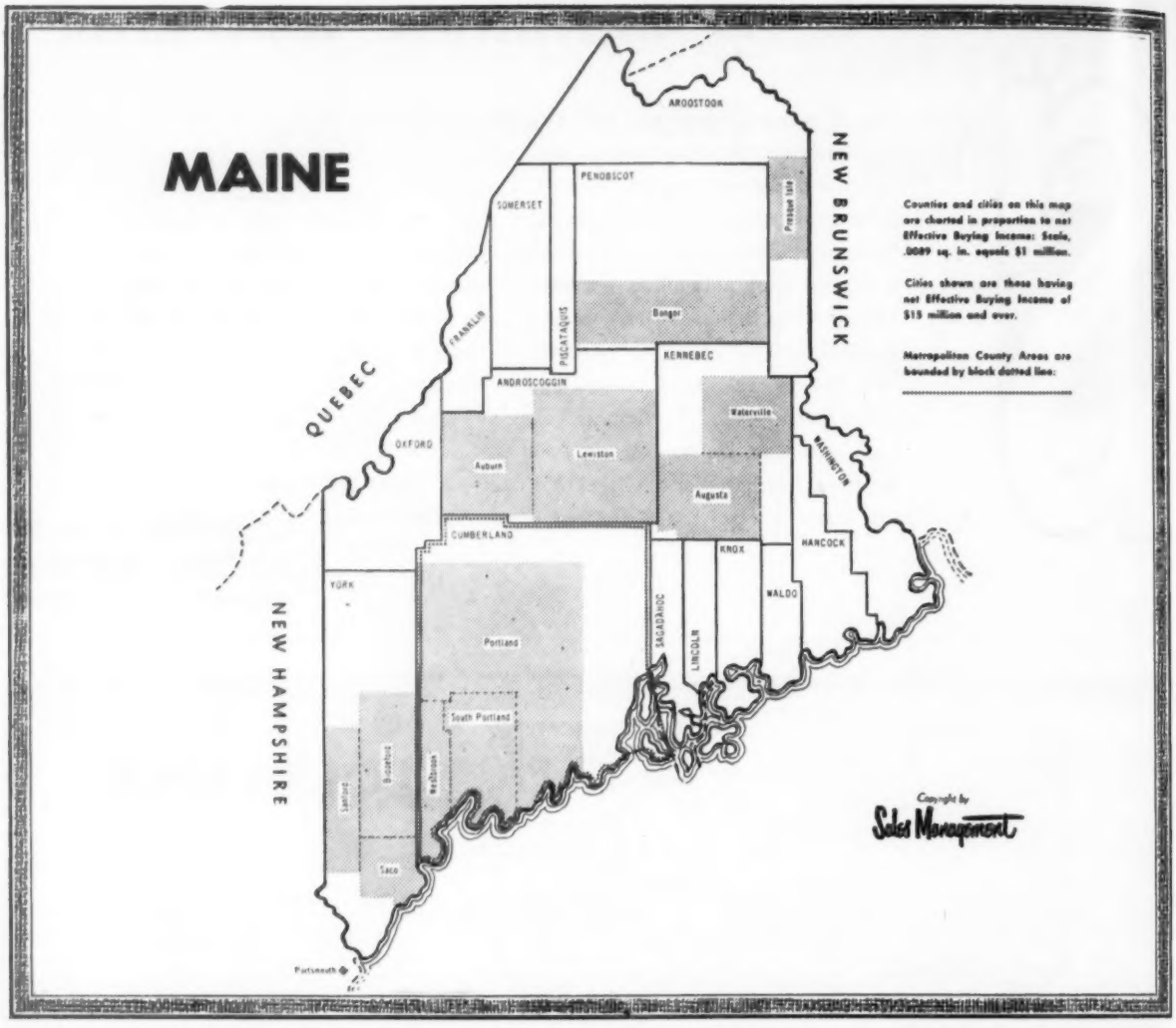
Before using these figures, read foreword, page 11.

✻ southwest louisiana

The Beaumont Enterprise and Beaumont Journal are the daily newspapers read by more persons in the five parishes - Beauregard - Allen - Calcasieu - Jefferson Davis and Cameron in Southwest Louisiana than any other. Hundreds of southwest Louisianians consider Beaumont their major market place and patronize Beaumont stores regularly. Advertisers desirous of reaching this rich Southwest Louisiana area as well as Southeast Texas confine their advertising offers to space in the Beaumont newspapers - the **Enterprise** and **Journal.** For ABC reports and-visual analysis, "Markets in Texas & Louisiana" showing circulation distribution - spendable income and retail sales volume - write Nt!. Adv. Dept. The Enterprise Co., Beaumont, Texas or The Branham Co. with offices in New York, Chicago, Dallas, Detroit, Atlanta, Charlotte, St. Louis, San Francisco, Los Angeles, Memphis and Miami. You cannot completely cover the state of Louisiana without the **Beaumont Enterprise & Journal.**

BEAUMONT ENTERPRISE
BEAUMONT JOURNAL
BEAUMONT, TEXAS





MAINE — (Other New England States: Connecticut, Massachusetts, New Hampshire, Rhode Island, Vermont.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (thous.)	NUMBER OF OUTLETS* Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Auburn	Androscoggin	25.3	281	89	34	35	7	9	23	37	11	4
Augusta	Kennebec	22.7	302	103	31	23	26	16	19	29	15	9
Bangor	Penobscot	37.4	436	109	66	36	57	19	29	34	14	17
Bath	Sagadahoc	10.8	149	41	19	6	12	12	12	11	9	7
Biddeford	York	21.8	311	84	39	24	42	24	14	18	11	7
Brunswick	Cumberland	15.8	•	•	•	•	•	•	•	•	•	•
Lewiston	Androscoggin	43.3	596	169	110	67	39	33	26	34	16	13
Portland	Cumberland	80.2	953	266	138	102	95	52	41	72	26	39
Presque Isle	Aroostook	14.0	128	32	12	11	16	5	14	9	5	4
Rockland	Knox	9.3	181	56	14	9	33	15	8	11	10	6
Saco	York	11.3	124	46	20	5	4	7	3	15	3	3
Sanford	York	11.6	•	•	•	•		•	•	•	•	•
South Portland	Cumberland	27.3	152	47	15	12	4	4	7	29	4	11
Waterville	Kennebec	19.3	322	79	49	30	29	17	24	19	13	8
Westbrook	Cumberland	13.0	153	38	19	16	13	15	5	16	10	5

MAINE COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Androscoggin	224	83.9	.0497	24.2	71.6	138,910	.0490	1,656	5,740	29.2	4,763	26.0	8.4	30.6	22.3	31.3	35.1	7.7	13.6	4.4	20.6
△*Lewiston-Auburn*		*68.6*	*.0407*	*20.0*		*118,101*	*.0418*	*1,722*	*5,905*												
△Lewiston		43.3	.0257	12.3		74,985	.0264	1,732	6,096	15.3	4,908	24.8	7.8	29.8	21.0	32.3	35.1	8.3	14.2	4.8	21.9
△Auburn		25.3	.0150	7.7		43,116	.0152	1,704	5,599	9.0	4,769	25.9	8.3	30.7	22.4	31.3	35.0	7.6	13.4	4.5	20.9
Aroostook		99.3	.0588	23.9	34.7	132,029	.0465	1,330	5,524	28.4	4,647	32.1	10.6	32.9	24.5	23.8	27.3	5.7	10.4	5.5	27.2
Presque Isle		14.0	.0083	3.3		22,410	.0079	1,601	6,791	4.6	4,859	27.6	8.7	33.1	23.6	27.6	30.3	6.0	10.4	5.7	27.0
Cumberland	110	171.3	.1015	50.5	138.0	284,064	.1001	1,658	5,625	61.4	4,623	27.9	9.3	29.3	21.9	31.5	36.3	7.3	13.3	4.0	19.2
▲Portland		80.2	.0475	24.7		146,764	.0517	1,830	5,942	32.0	4,583	29.8	9.6	29.4	22.2	30.6	35.7	7.2	13.2	4.0	19.3
Brunswick		15.8	.0094	4.4		29,574	.0104	1,872	6,721	6.8	4,354	33.5	11.8	29.3	23.3	26.9	33.0	6.5	13.6	3.8	18.3

*Not Available. SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

WATERVILLE—Shopping Center for 3-County Area

SALES PRODUCTION INDEX 190!

The shopping needs of families in a three-county area make themselves felt in Waterville stores—with a bang! As a result, Waterville's sales production index is the highest in Maine—190, practically double average activity. Sales volume—$41,710,000—tops total income by $7.6 million . . . and Waterville is a high-income city—$6,074 per family!

Waterville's far-flung trade attraction is matched by the circulation of the Sentinel—which covers the city completely, reaches 66% of the homes in the trading area.

THE WATERVILLE MARKET

	City and Trading Area	City	City Sales Prod'n Index
Population	95,583	19,300	
Income	$138,500,000	$34,013,000	
Retail Sales	106,922,000	41,710,000	190
Food	27,693,000	9,288,000	184
General Mdse.	12,724,000	5,380,000	188
Apparel	5,881,000	2,672,000	184
Furn.-Hshld.	4,063,000	1,774,000	153
Automotive	19,032,000	7,974,000	204
Gasoline	7,378,000	1,841,000	123
Lumber-Hdwre.	5,667,000	3,470,000	220
Drug	2,994,000	831,000	119

WATERVILLE SENTINEL . . . WATERVILLE, MAINE

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MAINE COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME—SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
South Portland		27.3	.0162	7.4		40,464	.0143	1,482	5,468	8.1	4,997	20.7	6.4	28.8	20.0	37.7	40.3	8.8	14.2	4.3	19.1
Westbrook		13.0	.0077	3.5		21,456	.0076	1,650	6,130	4.2	5,106	19.5	5.9	27.7	18.7	39.3	41.1	9.0	14.9	4.5	19.4
Franklin		16.9	.0118	5.5	3.1	28,591	.0101	1,437	5,198	7.1	4,011	34.7	13.3	32.6	28.1	24.8	33.0	5.1	10.7	2.8	14.9
Hancock		34.2	.0202	10.0	7.0	46,490	.0163	1,359	4,649	12.4	3,745	38.9	16.0	31.6	29.2	23.1	33.0	4.9	8.9	2.4	12.9
Kennebec		82.7	.0490	23.1	53.2	126,095	.0445	1,525	5,459	27.9	4,512	29.1	9.9	30.4	23.3	29.2	34.6	7.6	14.2	3.7	18.0
Waterville		19.3	.0114	5.6		34,013	.0120	1,762	6,074	7.5	4,546	31.0	10.5	28.8	21.8	28.2	33.1	8.0	14.9	4.0	19.7
Augusta		22.7	.0134	6.2		36,225	.0128	1,596	5,843	7.5	4,837	26.3	8.4	29.5	21.1	31.2	34.4	8.4	14.6	4.6	21.5

© SM, 1957.

Before using these figures, read foreword, page 11.

AUGUSTA—Key to $102,894,000 Sales

Kennebec County's $102,894,000 sales are the third largest volume in Maine—better than 10% of the state's total.

★ **A must market if you're selling Maine—and one that assures results to your advertising. Kennebec County families spend an average of $4,454 in retail stores . . . $563 above the U.S. family average. Families that spend on that scale are more brand-conscious—better ad readers.**

In selling this outstanding market, your basic buy is the daily that *penetrates* it—the Augusta Kennebec Journal . . . saturating Augusta (state capital and county seat) and blanketing the greater part of the county.

THE KENNEBEC COUNTY MARKET

POPULATION	**82,000**
FAMILIES	**23,100**
INCOME	**$126,095,000**
RETAIL SALES	**$102,894,000**

AUGUSTA KENNEBEC JOURNAL

AUGUSTA, MAINE

Represented by The Julius Mathews Special Agency, Inc.

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

70,000 DAILY REASONS WHY THE BANGOR AREA is MAINE'S BEST MARKET!



It's the BOOMING part of Maine.
The 70,000 (A. B. C. 9/30/56) families reached by the Bangor Daily News are 35% of Maine's total Income and Sales Package.
Here industry, commerce and agriculture are going into their 3rd year of sound expansion. Income in 1956 climbed 7% while the state showed 6.5%.

This growing market area is the place to cultivate sales with your *best* advertising efforts. One powerful medium covers it most economically—



Bangor Daily News

MAINE'S LARGEST DAILY — 70,000 A.B.C.
National Advertising Representatives — Johnson, Kent, Gavin & Sinding, Inc.
New York, Boston, Chicago, Los Angeles, San Francisco, Greensboro, N. C.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MAINE COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
Knox		26.0	.0154	8.2	12.0	36,368	.0128	1,399	4,435	9.5	3,814	36.3	14.6	34.8	31.6	22.4	31.3	4.0	8.8	2.5	13.7
Rockland		9.3	.0055	2.8		14,494	.0051	1,558	5,176	3.6	4,079	32.7	12.3	34.4	29.3	24.9	32.6	5.0	10.3	3.0	15.5
Lincoln		17.0	.0101	5.1		21,198	.0075	1,247	4,156	6.0	3,528	40.8	17.8	33.0	32.4	20.8	31.5	3.6	8.5	1.8	9.8
Oxford		41.2	.0244	11.6	13.7	58,888	.0207	1,429	5,077	13.9	4,249	30.7	11.1	31.0	25.3	29.0	36.4	6.3	12.5	3.0	14.7
Penobscot	177	110.7	.0656	29.7	63.3	158,509	.0559	1,432	5,337	38.5	4,119	33.8	12.6	30.4	25.6	27.1	35.1	5.8	11.8	2.9	14.9
△Bangor		37.4	.0222	10.4		58,190	.0205	1,556	5,595	13.4	4,358	32.6	11.5	29.8	23.7	27.6	33.8	6.2	12.0	3.8	19.0
Piscataquis		16.1	.0095	4.9	2.1	21,860	.0077	1,358	4,461	5.6	3,937	32.2	12.6	34.2	30.0	26.8	36.1	4.8	10.2	2.2	11.1
Sagadahoc		19.9	.0118	6.0	10.8	25,990	.0091	1,306	4,332	6.7	3,905	32.5	12.8	33.1	29.4	27.6	37.7	4.8	10.3	2.0	9.8
Bath		10.8	.0064	3.3		15,748	.0055	1,458	4,772	3.8	4,131	29.8	11.1	32.9	27.5	29.4	38.0	5.4	11.1	2.5	12.3
Somerset		37.3	.0221	10.9	14.8	49,351	.0174	1,323	4,528	12.8	3,844	34.0	13.6	32.5	29.5	26.2	36.3	5.4	11.7	1.9	8.9
Waldo		19.9	.0118	6.0	5.5	23,210	.0082	1,166	3,866	6.8	3,395	44.7	20.2	32.7	33.3	17.4	27.4	3.3	8.2	1.9	10.9
Washington		31.4	.0186	9.4	6.9	38,120	.0127	1,150	3,843	10.6	3,418	42.4	19.1	33.3	33.6	19.4	30.4	3.2	7.9	1.7	9.0

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

WGAN

560 KC — 5000 WATTS
CBS Radio Network

WGAN-TV

CHANNEL 13 — 316,000 WATTS
CBS Television Network

covering

The largest retail and wholesale area north of Boston

GUY GANNETT BROADCASTING SERVICES

390 Congress St., Portland, Maine — Telephone: Spruce 2-4661

Is Your Advertising in Step With

THIS Dealer Activity?

Biddeford-Saco grocery dealers really keep the merchandise moving. Total food sales top average volume by $3,190,000—a 37% plus!
At the upper end of the price scale automotive dealers match this performance with a 51% plus—with sales $3,419,000 above par!

● Biddeford-Saco's aggressive dealers deserve supporting advertising—assure you a handsome pay-off when you join them in the Biddeford Journal, the active link between them and 90% of Biddeford-Saco homes.

BUSY BIDDEFORD-SACO

Population	33,100	Food	$11,829,000
Families	9,500	Automotive	10,105,000
Income	$52,334,000	Gasoline	2,819,000
Income Per Fam.	$5,509	Furn-Hshld.	2,062,000
Retail Sales	$41,216,000	Lumb-Bldg-Hdwre.	2,315,000

THE BIDDEFORD JOURNAL . . . Biddeford, Maine

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MAINE COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000 & over % Units	$10,000 & over % Inc.
York		92.4	.0547	27.1	59.9	144,136	.0508	1,560	5,319	32.3	4,457	26.9	9.3	30.1	23.4	32.9	38.4	7.0	13.1	3.1	14.8
Biddeford		21.8	.0129	6.2		35,127	.0124	1,611	5,666	7.4	4,770	22.4	7.2	30.4	22.1	35.5	39.7	8.0	14.1	3.7	16.9
Sanford		11.6	.0069	2.5		20,543	.0072	1,771	8,217	4.1	5,034	19.6	6.0	28.1	19.4	38.8	41.1	9.5	15.8	4.0	17.7
Saco		11.3	.0067	3.2		17,207	.0061	1,523	5,377	3.7	4,690	26.5	8.7	29.3	21.6	32.7	37.2	7.4	13.3	4.1	19.2
Total Above Cities		363.1	.2152	103.5		610,315	.2151	1,681	5,897	130.9	4,664	27.3	9.0	29.9	23.2	31.3	35.8	7.4	13.4	4.1	19.6
State Total		903.2	.5350	256.1	496.6	1,331,809	.4693	1,475	5,200	309.2	4,307	31.4	11.2	31.1	25.0	27.9	34.6	6.2	12.1	3.4	17.1

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Bangor	177	110.7	.0656	29.7	63.3	158,509	.0559	1,432	5,337
△Lewiston-Auburn	224	83.9	.0497	24.2	71.6	138,910	.0490	1,656	5,740
Portland	110	171.3	.1015	50.5	138.0	284,064	.1001	1,658	5,626
Total Above Areas		365.9	.2168	104.4	272.9	581,483	.2050	1,589	5,570

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Androscoggin	224	99,671	.0518	4,119	.0499	100	104	25,716	4,947	12,582	7,820	4,256	17,384	5,910	4,138	2,028
△Lewiston-Auburn		85,566	.0445		.0425	104	109	20,845	4,383	11,361	7,440	5,767	15,693	4,859	3,248	1,688
△Lewiston		59,607	.0310		.0276	107	121	15,958	2,966	9,909	6,972	3,196	7,295	2075	2,160	1,277
△Auburn		25,959	.0135		.0147	98	90	4,887	1,357	1,452	468	571	8,398	2,764	1,082	411
Aroostook		87,022	.0452	3,841	.0486	83	77	22,004	2,719	11,554	4,275	2,147	16,233	5,315	5,890	2,482
Presque Isle		18,111	.0094		.0084	101	113	3,870	352	3,043	1,383	277	3,672	859	1,043	347

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

SANFORD, MAINE—Home of 17 New Industries

$8,317 Family Income Says They *Can* Buy
$4,848 Family Sales Say They DO Buy!

● Sanford families have the *highest income in Maine*—$2,481 above the national average. No doubt about their *ability* to buy . . . and no doubt either about their *willingness* to buy. They spend $957 *more* for retail goods than the average U.S. family.

● That's a lot of refrigerators, washers, ranges, automobiles, canned goods, bottled goods, tobacco products, gasoline—that Sanfordites can buy *after* all average needs have been taken care of.

●● The Sanford Tribune and Advocate covers this rich market completely—with several thousand additional circulation in nearby communities.

Sanford Tribune and Advocate

Represented by The Julius Mathews Special Agency, Inc.

MAINE

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Cumberland	110	232,559	.1206	4,605	.1066	105	119	52,575	11,782	34,613	13,945	9,990	38,266	13,920	9,080	9,128
▲Portland		148,649	.0772		.0585	123	162	26,985	7,576	26,151	11,529	5,953	23,320	5,365	5,160	6,719
Brunswick		22,053	.0115		.0105	112	122	5,434	1,120	2,129	365	585	5,747	1,466	803	347
South Portland		14,679	.0076		.0127	78	47	6,854	454	300	114	667	2,264	1,841	557	668
Westbrook		17,821	.0093		.0081	105	121	4,655	425	3,710	1,215	1,484	2,141	907	639	486
Franklin		15,631	.0081	2,842	.0098	83	69	4,707	578	1,142	657	445	3,155	1,887	1,100	470
Hancock		34,292	.0178	3,429	.0178	87	88	9,963	1,672	3,051	1,279	638	6,013	3,466	1,582	781
Kennebec		102,894	.0535	4,454	.0481	98	109	27,720	3,555	10,486	6,102	4,064	18,362	6,980	7,367	2,844
Waterville		41,710	.0217		.0148	130	190	9,288	1,477	5,380	2,672	1,774	7,974	1,841	3,470	931
Augusta		30,229	.0157		.0138	103	117	8,410	980	2,226	2,025	1,557	6,450	1,959	2,408	806
Knox		34,408	.0179	4,196	.0148	98	116	8,884	918	1,900	2,577	1,800	4,529	2,009	3,068	1,034
Rockland		18,565	.0096		.0065	118	175	4,962	533	323	2,193	1,236	2,812	489	2,130	526
Lincoln		20,855	.0108	4,089	.0090	89	107	5,464	885	1,908	918	554	4,736	1,183	1,953	817
Oxford		41,991	.0218	3,620	.0218	89	99	11,120	1,352	6,361	1,707	1,057	8,687	2,989	2,353	1,089
Penobscot	177	138,692	.0721	4,670	.0627	96	110	33,425	5,898	19,694	8,478	5,327	26,579	9,076	5,221	2,980
△Bangor		75,786	.0394		.0265	119	177	14,573	3,242	14,789	5,827	3,820	17,626	3,536	1,905	1,360
Piscataquis		16,529	.0086	3,373	.0083	87	91	4,824	546	1,561	293	1,128	3,550	1,189	1,068	884
Sagadahoc		18,272	.0094	3,045	.0098	83	80	4,941	638	1,659	649	810	2,957	1,786	1,388	419
Bath		12,367	.0064		.0060	94	100	3,738	430	951	649	810	2,076	797	1,238	352
Somerset		35,151	.0183	3,225	.0186	84	83	10,403	1,230	3,012	1,383	1,634	5,467	3,672	1,594	1,127
Waldo		19,351	.0101	3,225	.0095	81	86	4,914	870	1,709	462	405	2,271	1,313	952	336
Washington		31,843	.0165	3,388	.0150	81	89	10,112	678	4,898	2,016	607	5,408	3,029	1,273	1,015
York		99,442	.0517	3,669	.0518	95	96	30,030	6,114	6,585	4,308	4,282	17,707	7,691	6,270	2,963
Biddeford		31,865	.0166		.0138	107	129	7,240	1,161	2,882	2,276	1,674	3,349	1,865	2,143	656
Sanford		12,119	.0063		.0069	100	91	3,788	974	744	400	462	1,581	1,015	824	428
Saco		9,351	.0049		.0059	88	73	4,589	375	128	112	338	1,756	954	172	250
Total Above Cities		538,871	.2801		.2347	109	130	125,231	23,302	74,117	38,200	24,454	101,461	27,733	25,734	15,464
State Total		1,028,803	.5344	4,018	.5019	94	100	266,682	43,942	122,585	58,867	39,144	183,804	71,425	54,617	29,366

METRO. AREAS		RETAIL SALES — SM ESTIMATES, 1956														
△Bangor	177	138,692	.0721	4,670	.0627	96	110	33,425	5,898	19,694	8,478	5,327	28,579	9,076	5,221	2,99
△Lewiston-Auburn	224	99,671	.0518	4,119	.0499	100	104	25,716	4,947	12,582	7,820	4,256	17,384	5,910	4,138	2,026
Portland	110	232,559	.1209	4,605	.1066	105	119	52,575	11,782	34,613	13,945	9,990	38,266	13,920	9,080	9,128
Total Above Areas		470,922	.2447	4,511	.2192	101	113	111,716	22,327	66,879	30,243	19,573	82,229	28,906	18,439	14,146

MARYLAND — (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia.)

Map, page 412

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Aberdeen	Hartford	8.2	90	10	16	10	6	5	9	16	4	4
Annapolis	Anne Arundel	29.1	346	66	71	19	47	20	21	32	14	12
Baltimore	Baltimore	975.3	11775	3,614	2516	1200	882	497	289	614	378	425
Bel Air	Hartford	4.1	102	11	12	10	14	8	6	9	13	2
Bethesda	Montgomery	75.6										
Cambridge	Dorchester	12.8	198	82	28	14	22	16	9	11	13	6
College Park	Prince Georges	18.8	78	10	17	5	8	1	10	10	2	4
Cumberland	Allegany	38.7	585	148	112	28	43	32	34	63	29	17
Easton	Talbot	6.5	188	32	17	11	24	18	13	20	12	5
Elkton	Cecil	6.0	128	22	27	15	9	7	9	12	7	3
Frederick	Frederick	20.0	359	57	66	26	33	17	26	39	20	6
Hagerstown	Washington	40.2	626	133	129	54	62	38	37	61	23	18
Hyattsville	Prince Georges	16.2	161	37	18	18	15	7	10	23	8	7
Laurel	Prince Georges	6.5	110	19	21	6	10	9	5	15	4	3
Mount Rainer	Prince Georges	17.3	49	15	3	6	3	3	1	5	1	4
Pocomoke City	Worcester	4.0	100	19	13	14	8	9	8	11	5	2
Rockville	Montgomery	26.5	123	15	20	17	14	6	7	14	12	2
Salisbury	Wicomico	16.9	368	72	40	47	37	30	23	44	14	10
Takoma Park	Montgomery	17.5	74	14	5	10	5	5	1	12	3	4
Westminster	Carroll	6.7	176	38	24	27	3	10	13	18	9	6

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Allegany	194	94.9	.0562	27.2	51.3	114,159	.0402	1,203	4,197	28.3	4,034	29.2	10.4	31.2	23.3	30.8	38.3	8.2	12.2	2.6	13.8
△Cumberland		38.7	.0229	11.8		55,279	.0195	1,428	4,685	12.6	4,390	26.7	8.8	29.1	21.6	33.3	38.1	7.3	13.2	3.6	18.3
Anne Arundel	12	161.9	.0960	40.8	52.1	233,329	.0823	1,441	5,719	52.8	4,432	32.9	10.7	24.1	17.8	29.9	33.9	8.7	15.5	4.4	22.1
Annapolis		29.1	.0172	5.6		48,046	.0169	1,651	8,580	10.4	4,612	31.7	9.9	25.9	18.3	28.4	31.0	8.8	15.2	5.2	25.6

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the most profitable use of the Survey of Buying Power data.

PORTLAND
is more than 60% of Maine

The single-buy Portland Newspapers provide effective coverage —give your sales a king-size lift —in a 9-county sales area that packages . . .



		% of Maine
POPULATION	554,300	62%
FAMILIES	161,300	63%
INCOME	$864,240,000	65%
RETAIL SALES	$665,723,000	65%
FOOD	$171,137,000	64%
EATING, DRINKING	$30,629,000	70%
GENERAL MDSE	$77,216,000	63%
APPAREL	$38,681,000	68%
FURN-HSHLD-APPLCS	$27,258,000	70%
AUTOMOTIVE	$114,083,000	62%
GASOLINE-SERV. STA	$54,365,000	76%
LUMB-BLDG-HDWRE	$37,317,000	68%
DRUG	$20,112,000	69%

SALES PER FAMILY $4,127

$233 Above U.S. Average

This market—larger than a number of states—is a better quality market than most of the states.

SPECIAL DELIVERY

Advertisers know from successful experience that they get special delivery when they use the Portland newspapers—the RESULT medium that has been largely responsible for making Portland one of the nation's most used test markets. When you think of Portland, picture a state-size market . . . and a medium with a reputation for producing King-size RESULTS.

PORTLAND, MAINE NEWSPAPERS

PRESS HERALD — EVENING EXPRESS

SUNDAY TELEGRAM

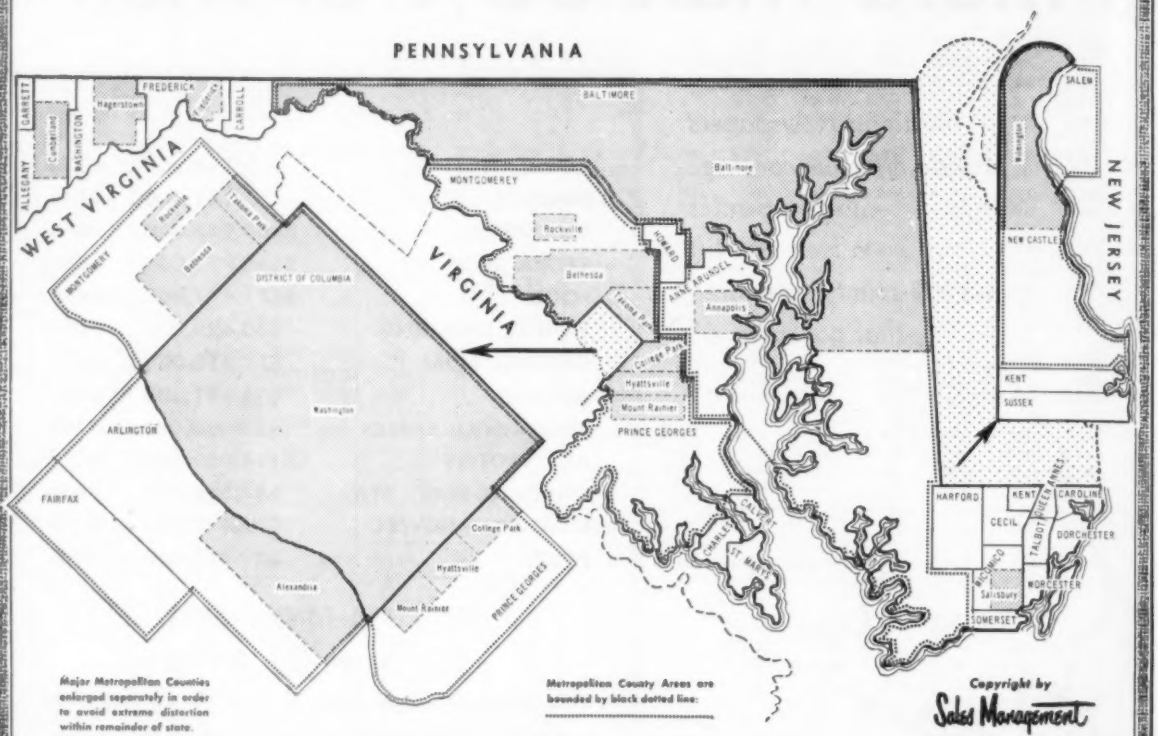
78,688 DAILY — **93,222 SUNDAY**

Represented by The Julius Mathews Special Agency, Inc.

MARYLAND-DELAWARE and District of Columbia

Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0019 sq. in. equals $1 million.

Cities shown are those having net Effective Buying Income of $15 million and over.



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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MARYLAND COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
1 Baltimore	12	1372.0	.8127	392.1	1255.0	2,327,281	.8200	1,696	5,935	443.5	5,248	23.1	6.4	25.2	15.7	34.3	32.8	11.0	16.6	6.4	28.5
▲Baltimore		975.3	.5778	284.3		1,675,391	.5904	1,718	5,893	325.9	5,141	24.2	6.8	25.8	16.4	33.2	32.5	10.6	16.3	6.2	28.0
Calvert		13.8	.0082	3.3		12,464	.0044	903	3,777	3.5	3,608	40.0	16.0	31.4	28.5	21.4	29.8	4.5	9.9	2.7	15.8
Caroline		18.9	.0112	5.8		19,930	.0070	1,054	3,624	5.9	3,400	41.7	17.7	30.6	29.3	21.6	32.0	4.2	9.8	1.9	11.2
Carroll		46.5	.0275	11.8	6.7	50,843	.0179	1,093	4,309	13.2	3,846	34.5	13.0	31.1	26.3	26.1	34.2	5.6	11.5	2.7	15.0
Westminster		6.7	.0040	1.9		10,180	.0036	1,519	5,358	2.8	3,638	40.6	16.1	29.2	26.2	22.4	30.9	5.2	11.4	2.6	15.4
Cecil		40.0	.0237	10.2	6.0	47,921	.0169	1,198	4,698	11.0	4,358	28.9	9.6	30.6	22.9	28.8	33.2	7.8	14.2	3.9	20.1
Elkton		6.0	.0036	1.8		9,462	.0033	1,577	5,257	1.9	4,998	21.2	6.1	26.5	17.4	36.7	36.9	10.6	16.8	5.0	22.8
Charles		27.7	.0165	8.4		28,863	.0102	1,042	4,510	7.1	4,074	31.3	11.1	29.6	23.8	26.8	35.5	7.4	14.4	2.9	15.2
Dorchester		28.7	.0170	8.2	12.8	30,466	.0107	1,062	3,715	9.0	3,390	43.6	18.6	31.3	30.1	18.8	27.9	4.0	9.4	2.3	14.0
Cambridge		12.8	.0076	3.9		16,501	.0058	1,289	4,231	4.5	3,645	39.8	15.8	31.0	27.8	21.8	30.1	4.6	9.9	2.8	16.4
Frederick		72.1	.0427	19.2	25.4	89,106	.0314	1,236	4,641	22.5	3,953	35.0	12.8	31.0	25.6	25.2	32.1	5.4	10.8	3.4	18.7
Frederick		20.0	.0118	6.1		31,830	.0112	1,592	5,218	7.3	4,350	31.5	10.5	30.6	22.9	27.2	31.4	6.1	11.2	4.6	24.0
Garrett		21.3	.0126	5.2		18,069	.0064	848	3,475	5.8	3,108	46.6	21.6	31.5	33.2	17.1	27.7	3.3	6.3	1.5	9.2
Harford		66.7	.0395	17.5	20.1	95,732	.0337	1,435	5,470	22.0	4,357	31.2	10.4	28.1	20.9	28.6	33.0	8.9	14.8	4.1	21.1
Aberdeen		8.2	.0049	2.5		16,889	.0060	2,060	6,756	3.4	5,032	24.7	7.1	25.4	16.3	33.8	33.8	10.6	16.8	5.5	26.0
Bel Air		4.1	.0024	1.2		8,015	.0028	1,955	6,679	1.5	5,449	26.9	7.1	22.4	13.5	27.7	25.5	15.8	23.0	7.2	30.9
Howard		27.4	.0162	6.9	4.1	36,353	.0128	1,327	5,269	7.4	4,946	28.2	8.2	27.0	17.8	29.6	30.1	8.9	14.3	6.3	29.6
Kent		14.1	.0084	4.0	3.3	16,628	.0059	1,179	4,157	4.7	3,520	44.8	18.3	29.9	27.7	17.9	25.6	4.7	10.7	2.9	17.7
Montgomery	157	298.6	.1769	83.4	211.9	678,181	.2383	2,265	8,108	92.0	7,351	14.2	2.8	14.6	6.5	30.4	20.8	21.0	22.6	19.8	47.3
Rockville		26.5	.0157	7.1		59,445	.0209	2,243	8,373	7.2	8,284	14.2	2.5	16.5	6.4	32.7	19.9	19.4	18.6	17.2	52.6
Bethesda		75.6	.0448	21.1		198,979	.0701	2,632	9,430	•	•	•	•	•	•	•	•	•	•	•	•
Takoma Park		17.5	.0104	4.9		45,284	.0160	2,588	9,242	6.3	7,146	18.4	3.7	17.9	8.2	33.1	22.6	18.8	20.8	12.8	44.7

1 Baltimore County combined with Independent City of Baltimore.
•Not Available.

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Before using these figures, read foreword, page 11.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

TWO OF AMERICA'S FINER RADIO-TV STATIONS

960 KC
Est. 1940

AM WBOC TV

Chan. 16
Est. 1954

At Radio-TV Park . . . Salisbury, Md.

DOMINATE THIS $676,000,000 MARKET

WBOC RADIO, now 5,000 watts, serves 172,000 radio homes. Used by far more advertisers daily than any other medium in this market.

REP: Burn-Smith Co., Inc.

WBOC-TV is the only television station serving the market. More than 89% of "sets-in-use" at peak periods seven nights weekly.

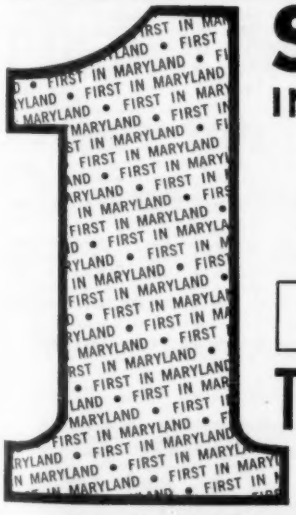
REP: Headley-Reed Co., Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MARYLAND COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&ove % Units	$10,000&ove % Inc.
Prince Georges	187	320.6	.1899	84.9	260.6	554,464	.1953	1,729	6,531	99.4	5,581	17.8	4.6	18.6	10.8	38.5	34.7	16.9	24.0	8.2	25.9
Hyattsville		16.2	.0096	4.7		36,962	.0130	2,282	7,864	5.2	7,136	11.0	2.2	15.1	7.0	41.5	29.2	21.4	23.7	11.0	37.9
College Park		18.8	.0111	3.5		46,219	.0163	2,458	13,205	10.1	4,593	40.2	13.7	19.5	13.1	24.7	27.0	10.9	18.8	5.7	28.4
Mount Ranier		17.3	.0102	5.6		37,741	.0133	2,182	6,739	5.6	6,708	11.7	2.5	17.6	8.5	41.5	31.1	19.6	23.2	9.6	34.7
Laurel		6.5	.0039	2.0		13,567	.0048	2,087	6,784	2.1	6,501	12.7	2.8	19.5	9.7	41.1	31.8	17.5	21.4	9.2	34.3
Queen Annes		14.8	.0088	4.2		14,140	.0050	955	3,367	4.5	3,156	51.1	23.4	27.7	23.6	15.6	24.9	3.3	8.2	2.3	14.9
St. Marys		40.3	.0238	9.7		48,811	.0172	1,211	5,619	13.4	3,638	37.7	15.0	28.9	25.9	25.5	35.3	5.9	12.9	2.0	10.9
Somerset		20.8	.0124	5.9	3.7	20,261	.0072	974	3,434	6.8	3,084	47.2	22.1	31.7	33.6	16.7	27.2	2.8	7.1	1.6	10.0
Talbot		20.2	.0119	6.1	6.5	24,900	.0087	1,228	4,066	6.2	3,971	40.8	14.8	30.1	24.8	20.0	25.3	4.6	9.2	4.5	25.9
Easton		6.5	.0039	2.0		10,400	.0037	1,600	5,200	2.3	4,437	35.8	11.6	30.2	22.3	21.7	24.6	6.6	11.8	5.7	29.7

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Before using these figures, read foreword, page 11.



1ST IN MARYLAND

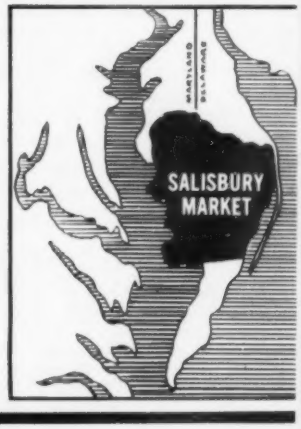
IN THE INDEPENDENT MARKET AREAS

THE SALISBURY TIMES LEADS EVERY NEWSPAPER IN MARYLAND OUTSIDE BALTIMORE IN ADVERTISING LINEAGE

$192,115,000 TOTAL RETAIL SALES

THE SALISBURY TIMES

SALISBURY, MARYLAND



Sources: Audited by Media Records and Reported to Editor & Publisher Magazine 1955 Lineage.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

Alert Advertisers . . .

have watched Hagerstown *grow* . . .

have enjoyed *increased* sales *not* just LAST YEAR

but a fairly steady growth every year

Here's no flash-in-the-pan . . . no temporary boom to be followed by depression . . . but the brightness which comes with *sure growth*, steady employment, increased wages, expanding industry. Here's a *valuable* market . . . an ever-increasing market . . . a market you *can't afford to miss!* You *won't miss* it if you advertise in The Herald Mail . . . because it circulates widely in a three-county area and reaches nearly every family in Washington County.

Facts and figures show there's NOT ONLY *MORE TO SPEND* BUT *MORE MONEY IS SPENT* in Hagerstown and Washington County . . . that's why sales are *70% above the national average.*

POPULATION	HAGERSTOWN	WASHINGTON COUNTY
Total	40,200	85,500
Families	12,500	24,400
EFFECTIVE BUYING INCOME—1956		
Total	$67,216,000*	$119,451,000
Per Family	5,377	4,896
RETAIL SALES DURING 1956		
Apparel	$ 6,067,000	$ 6,721,000
Automotive	17,336,000	30,168,000
Drug	2,186,000	3,521,000
Eating & Drinking Places	5,418,000	7,942,000
Food	15,582,000	21,439,000
Furn. House & Radio	3,993,000	4,627,000
Gas Stations	4,605,000	6,965,000
Gen. Mdse.	11,418,000	12,321,000
Lumber & Hdwe.	5,383,000	8,910,000
TOTAL	79,448,000*	102,954,000
PER FAMILY	6,356	4,219

*Discrepancy due to time sales

HERALD-MAIL

HAGERSTOWN, MD.

National Representatives: Burke, Kuipers & Mahoney, Inc.

New York • Chicago • Detroit • Atlanta • Charlotte • Dallas • Kansas City • Oklahoma City • San Francisco

MARYLAND

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Washington	211	88.5	.0507	24.4	40.2	119,451	.0421	1,397	4,896	26.8	4,460	26.9	8.7	30.4	22.3	30.7	34.6	7.9	14.0	4.1	20.4
△Hagerstown		40.2	.0238	12.5		67,216	.0237	1,672	5,377	14.2	4,725	24.7	7.6	28.7	19.8	32.8	34.9	9.1	15.3	4.7	22.4
Wicomico		43.1	.0255	12.8	16.9	57,708	.0203	1,339	4,508	14.0	4,112	33.6	11.8	30.3	24.1	25.6	31.3	6.8	13.0	3.7	19.8
Salisbury		16.9	.0100	5.1		27,247	.0096	1,612	5,343	5.7	4,743	28.1	8.6	28.1	19.3	29.5	31.3	8.9	14.8	5.4	26.0
Worcester		25.5	.0151	7.6	4.0	25,530	.0090	1,001	3,359	7.6	3,347	45.8	19.8	28.6	27.9	18.8	28.3	4.6	10.8	2.2	13.2
Pocomoke City		4.0	.0024	1.2		5,921	.0021	1,480	4,934	1.5	4,050	36.0	12.9	28.1	22.6	25.4	31.5	6.9	13.5	3.6	19.5
Total Above Cities		1346.9	.7980	388.8		2,420,577	.8530	1,797	6,226	430.5	5,160	24.7	6.9	25.6	16.2	32.7	31.8	10.7	16.5	6.3	28.6
State Total		2375.4	1.7034	796.3	1980.6	4,662,490	1.6429	1,622	5,855	906.9	5,141	25.0	7.0	24.5	15.5	32.1	31.4	11.3	17.5	7.1	28.6

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Baltimore	12	1,533.9	.9087	432.9	1,307.1	2,560,610	.9023	1,669	5,915
△Cumberland	194	94.9	.0562	27.7	51.3	114,159	.0402	1,203	4,197

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Hagerstown	211	85.5	.0507	24.4	40.2	119,451	.0421	1,397	4,896
Total Above Areas		1,714.3	1.0156	484.5	1,398.6	2,794,220	.9846	1,630	5,7

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Allegany	194	87,666	.0455	3,223	.0450	80	81	24,271	5,130	10,563	6,560	4,345	13,012	6,647	7,506	2,607
△Cumberland		65,409	.0340		.0245	107	148	14,711	3,342	8,860	5,833	3,815	9,720	3,866	6,964	2,227
Anne Arundel	12	136,575	.0709	3,347	.0618	85	74	45,532	15,061	9,000	6,439	4,513	17,583	13,848	7,396	5,368
Annapolis		52,323	.0272		.0201	117	158	13,435	2,963	2,549	3,939	3,206	13,089	2,630	4,063	2,081
1 Baltimore	12	1,661,392	.8631	4,237	.8315	102	106	378,029	172,411	325,204	98,098	86,063	233,604	83,244	71,500	70,008
2▲Baltimore		1,416,845	.7360		.6316	100	127	307,782	145,149	302,739	91,386	79,277	198,288	60,148	51,012	57,407
Calvert		10,469	.0054	3,172	.0055	67	66	2,165	1,265	1,427	157	207	1,748	801	1,053	33
Caroline		24,746	.0129	4,499	.0096	86	115	3,922	612	863	721	423	3,784	2,200	3,027	663

1 Baltimore County combined with the independent city of Baltimore.
2 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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Time was when Baltimore was known as the City of White Stone Steps.

But... *Baltimore Has Changed!*



Baltimore has changed as white stone steps give way to modern-day design.

To Sell the New Baltimore, Use the Paper More than Half the New Baltimore Reads!

Never take a woman or a market for granted, because both women and markets have a way of changing. Take Baltimore, for instance. It used to be known as just another "Old Line Town." But... *Baltimore Has Changed.* Shopping Centers to the North, East, South and West. One-Way Streets and Beltways! New Industries! New people! New buying habits! New reading habits, too. Best proof of this—more than half of Baltimore's families now read the News-Post. ABC figures confirm this fact. Yes—*Baltimore Has Changed.* And if you're not already using the News-Post to reach changed Baltimore, may we suggest that you too change–to the News-Post.

News-Post and American

First in the Heart of Maryland

Represented Nationally by HEARST ADVERTISING SERVICE INC.

Offices in 15 Principal Cities

MARYLAND — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Carroll		55,712	.0289	4,721	.0231	84	105	11,384	1,962	5,996	760	2,187	10,505	3,415	6,410	1,232
Westminster		26,482	.0138		.0067	168	345	6,109	696	2,031	464	1,002	5,872	1,247	3,376	576
Cecil		32,790	.0170	3,215	.0183	77	72	7,314	3,857	2,679	457	977	7,338	2,851	2,305	526
Elkton		13,814	.0072		.0045	125	200	3,150	1,114	1,076	378	430	3,053	883	1,568	178
Charles		27,814	.0145	4,349	.0127	77	88	7,692	3,557	3,486	193	126	4,375	2,890	2,461	569
Dorchester		29,343	.0152	3,578	.0134	79	89	7,276	1,227	1,998	1,617	1,460	6,892	1,998	3,210	492
Cambridge		23,554	.0122		.0081	107	161	5,101	993	1,476	1,617	1,400	6,558	458	2,425	493
Frederick		68,153	.0354	3,550	.0348	81	83	14,218	3,905	8,574	3,022	2,807	11,221	4,640	6,281	1,821
Frederick		42,665	.0222		.0146	124	188	9,462	1,919	6,035	2,750	1,527	6,723	2,793	3,433	1,226
Garrett		15,034	.0079	2,891	.0061	64	63	3,235	989	1,158	102	255	4,945	1,145	1,361	391
Harford		69,329	.0360	3,962	.0356	90	91	16,063	4,824	5,881	3,118	2,991	15,126	6,118	4,952	2,080
Aberdeen		17,097	.0089		.0067	137	182	3,967	1,517	1,657	533	399	3,972	1,561	984	758
Bel Air		20,801	.0108		.0051	213	450	5,032	573	1,067	1,698	1,782	5,480	1,011	1,301	516
Howard		20,695	.0107	2,999	.0126	79	68	2,699	2,781	1,068	223	428	6,542	3,102	1,035	571
Kent		16,545	.0086	4,136	.0072	88	102	3,476	673	1,101	466	507	2,964	798	2,389	253
Montgomery	157	295,439	.1535	3,542	.2006	113	87	75,100	13,126	48,836	15,904	8,120	54,605	20,694	24,704	11,882
Rockville		21,903	.0114		.0170	108	73	5,881	1,096	1,156	1,417	873	4,005	1,892	3,068	893
Bethesda		88,169	.0458		.0578	129	102	22,050	3,958	15,711	4,172	2,395	16,496	5,757	6,964	3,495
Takoma Park		20,185	.0105		.0132	127	101	11,510	184	1,637	368	735	439	2,164	957	1,188
Prince Georges	157	239,438	.1348	3,056	.1761	93	71	90,962	21,534	10,720	6,336	4,172	49,242	25,978	21,173	12,971
Hyattsville		54,391	.0283		.0169	176	295	13,957	1,764	1,147	1,037	511	27,864	3,745	688	2,513
College Park		17,402	.0090		.0131	118	81	5,445	2,077	429	623	84	4,220	1,677	423	1,097
Mount Ranier		6,001	.0031		.0096	94	30	2,974	219	233	238	92	131	670	80	888
Laurel		21,723	.0113		.0066	169	290	5,409	2,303	955	948	1,135	4,829	1,934	907	511
Queen Annes		12,141	.0063	2,891	.0061	69	72	2,448	526	1,329	93	303	578	1,427	2,440	281
St. Marys		24,801	.0128	2,851	.0172	72	54	5,940	3,229	3,722	864	734	3,294	2,464	1,968	771
Somerset		16,379	.0086	2,776	.0087	70	69	4,921	484	909	346	863	1,734	1,380	708	438
Talbot		35,164	.0182	5,785	.0122	103	153	9,233	1,016	1,257	1,428	1,891	5,162	2,356	2,277	1,287
Easton		27,937	.0145		.0070	179	372	4,312	670	921	1,392	1,615	4,918	1,071	1,843	1,042
Washington	211	102,954	.0535	4,219	.0472	93	106	21,439	7,942	12,321	6,721	4,627	20,103	6,965	8,910	2,821
△Hagerstown		79,448	.0413		.0290	122	174	15,582	5,418	11,418	6,067	3,993	17,336	4,605	5,383	2,186
Wicomico		72,807	.0377	5,672	.0286	104	148	13,821	2,963	7,777	5,479	3,990	13,822	4,192	6,296	1,813
Salisbury		57,311	.0298		.0157	157	298	10,632	2,512	6,784	5,278	3,643	11,575	2,934	5,570	1,648
Worcester		46,924	.0213	5,385	.0139	92	141	6,678	3,560	3,518	1,318	1,618	8,577	2,032	2,617	1,014
Pocomoke City		12,879	.0067		.0035	146	279	1,869	314	1,987	449	718	4,649	546	564	229
Total Above Cities		2,086,339	1.0840		.9113	114	136	468,370	178,781	370,060	130,587	108,632	349,217	101,592	101,593	813,302
State Total		3,116,108	1.6187	3,913	1.6478	97	95	754,509	272,614	469,409	159,521	133,277	496,754	199,963	191,589	120,063

METRO. AREAS — RETAIL SALES — SM ESTIMATES, 1956

Baltimore	12	1,797,967	.9340	4,153	.9131	100	103	423,561	187,472	334,204	104,537	90,576	251,187	97,092	78,898	76,176
△Cumberland	194	87,666	.0455	3,223	.0450	80	81	24,271	5,130	10,563	6,560	4,345	13,012	6,647	7,506	2,607
△Hagerstown	211	102,954	.0535	4,219	.0472	93	106	21,439	7,942	12,321	6,721	4,627	20,103	6,965	8,910	2,821
Total Above Areas		1,988,587	1.0330	4,104	1.0063	99	102	469,271	200,544	357,088	117,818	99,548	284,302	110,704	95,312	81,604

MASSACHUSETTS — (Other New England States: Connecticut, Maine, New Hampshire, Rhode Island, Vermont.)

Map, page 426 City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Adams	Berkshire	15.3	•	•	•	•	•	•	•	•	•	•
Arlington	Middlesex	48.4	•	•	•	•	•	•	•	•	•	•
Athol	Worcester	12.5	•	•	•	•	•	•	•	•	•	•
Attleboro	Bristol	25.4	272	68	37	22	26	13	18	21	17	5
Barnstable	Barnstable	12.8	•	•	•	•	•	•	•	•	•	•
Belmont	Middlesex	29.4	•	•	•	•	•	•	•	•	•	•
Beverly	Essex	32.8	305	71	47	33	14	10	17	35	9	12
Boston	Suffolk	755.2	9,402	2,363	1703	955	924	509	198	406	259	416
Braintree	Norfolk	28.4	•	•	•	•	•	•	•	•	•	•
Brockton	Plymouth	62.6	835	181	129	74	106	48	36	64	46	22
Brookline	Norfolk	62.8	•	•	•	•	•	•	•	•	•	•
Cambridge	Middlesex	121.2	1,234	305	264	96	91	64	38	92	35	58
Chelsea	Suffolk	36.0	518	170	71	40	51	22	15	20	24	22
Chicopee	Hampden	55.2	507	131	93	45	23	32	22	49	29	20
Clinton	Worcester	13.0	•	•	•	•	•	•	•	•	•	•
Danvers	Essex	19.4	•	•	•	•	•	•	•	•	•	•
Dedham	Norfolk	22.9	•	•	•	•	•	•	•	•	•	•
Everett	Middlesex	44.7	443	141	66	34	22	27	17	32	14	25
Fall River	Bristol	109.0	1,378	389	208	115	125	78	51	102	57	39
Fitchburg	Worcester	43.5	538	130	82	39	53	24	28	52	27	24
Framingham	Middlesex	32.5	•	•	•	•	•	•	•	•	•	•
Gardner	Worcester	20.3	240	43	33	22	22	14	17	20	14	12
Gloucester	Essex	26.3	356	93	52	34	27	21	11	31	15	9
Great Barrington	Berkshire	7.9	•	•	•	•	•	•	•	•	•	•
Greenfield	Franklin	18.4	•	•	•	•	•	•	•	•	•	•
Haverhill	Essex	48.0	598	122	86	52	73	34	24	59	20	21
Holyoke	Hampden	53.7	680	160	117	30	80	55	25	35	36	29
Lawrence	Essex	75.3	1,193	379	168	84	126	81	35	63	28	40
Leominster	Worcester	25.1	299	53	51	35	17	25	22	24	11	10
Lowell	Middlesex	95.1	1,077	321	180	74	87	51	25	81	38	45
Lynn	Essex	98.6	1,183	296	194	120	119	49	47	86	40	43
Malden	Middlesex	59.7	627	157	68	56	58	36	23	57	24	30
Marlborough	Middlesex	16.4	212	34	43	21	21	14	13	11	7	10
Medford	Middlesex	66.9	450	128	35	59	22	24	18	30	32	30
Melrose	Middlesex	30.3	190	53	18	24	12	7	5	19	15	8
Methuen	Essex	27.3	•	•	•	•	•	•	•	•	•	•
Middleborough	Plymouth	11.6	•	•	•	•	•	•	•	•	•	•

•Not Available.

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Before using these figures, read foreword, page 11.

For the Best in Massachusetts

PITTSFIELD—Leading Metropolitan Market

Strongest Selling Impact of the State's Dailies

Metropolitan Pittsfield is one of Massachusetts' three best sales producers — substantially ahead of the remaining metro markets in this respect. High buying power, prosperity, progress are led by General Electric's more than $1,000,000 weekly payroll.

The Berkshire Eagle, a newspaper that's a reading must in 100% of the city zone homes, 78% of the metropolitan market—and in local merchants' planning . . . *top daily in the state in local lineage.*

METROPOLITAN PITTSFIELD	
POPULATION	136,800
RETAIL SALES	$171,135,000
INCOME	$237,252,000
SALES PER FAMILY	$4,114

In Top-Ranking Pittsfield . . . ***Strongest Selling Impact in the State***

The Berkshire Eagle

PITTSFIELD, MASS.

Represented by The Julius Mathews Special Agency, Inc.

MASS. City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Est. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Milford	Worcester	15.8	•	•	•	•	•	•	•	•	•	•
Natick	Middlesex	28.9	•	•	•	•	•	•	•	•	•	•
Needham	Norfolk	23.8	•	•	•	•	•	•	•	•	•	•
New Bedford	Bristol	108.0	1,502	402	239	108	144	86	57	138	49	63
Newburyport	Essex	14.8	222	47	36	19	22	21	12	17	9	8
Newton	Middlesex	88.6	627	135	66	83	29	30	25	56	31	34
North Attleboro	Bristol	13.5	•	•	•	•	•	•	•	•	•	•
North Adams	Berkshire	21.8	286	65	39	25	35	23	15	25	7	6
Northampton	Hampshire	30.6	325	59	42	20	37	27	23	20	18	12
Norwood	Norfolk	22.8	•	•	•	•	•	•	•	•	•	•
Palmer	Hampden	10.7	•	•	•	•	•	•	•	•	•	•
Peabody	Essex	28.7	268	62	54	24	11	7	10	27	9	14
Pittsfield	Berkshire	56.2	807	115	79	77	70	39	35	49	23	14
Plymouth	Plymouth	14.0	•	•	•	•	•	•	•	•	•	•
Quincy	Norfolk	84.8	863	179	125	63	65	52	43	90	31	43
Revere	Suffolk	40.8	425	117	110	34	24	16	12	31	17	15
Salem	Essex	41.4	538	122	92	33	50	31	24	34	24	1
Somerville	Middlesex	94.9	865	297	129	84	52	31	32	49	26	5
Southbridge	Worcester	17.5	•	•	•	•	•	•	•	•	•	•
Springfield	Hampden	168.4	1,893	423	315	198	190	115	72	145	89	8
Taunton	Bristol	41.8	470	111	80	33	55	28	28	34	14	1
Wakefield	Middlesex	23.3	•	•	•	•	•	•	•	•	•	•
Waltham	Middlesex	52.3	484	100	60	50	57	31	24	36	22	1
Watertown	Middlesex	39.6	•	•	•	•	•	•	•	•	•	•
Webster	Worcester	14.3	•	•	•	•	•	•	•	•	•	•
Wellesley	Norfolk	24.9	•	•	•	•	•	•	•	•	•	•
West Springfield	Hampden	24.0	•	•	•	•	•	•	•	•	•	•
Westfield	Hampden	22.6	311	44	40	53	26	23	14	33	19	
Weymouth	Norfolk	46.9	•	•	•	•	•	•	•	•	•	•
Woburn	Middlesex	28.0	239	57	18	18	19	17	10	26	13	
Worcester	Worcester	207.5	2,197	499	371	237	200	138	70	200	86	8

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family
Barnstable		53.0	.0314	17.3	13.0	81,948	.0289	1,846	4,737
Barnstable		12.8	.0076	4.0		22,886	.0081	1,788	5,722
Berkshire	109	138.6	.0821	41.6	113.1	237,252	.0836	1,712	5,703
▲Pittsfield		56.2	.0333	16.6		106,452	.0375	1,894	6,413

Income Breakdown of Consumer Spending Units

COUNTIES CITIES	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&ov % Units	% Inc.
Barnstable	18.8	4,352	30.7	10.8	30.8	24.6	28.7	35.2	6.4	12.4	3.4	17.(
Barnstable	•	•	•	•	•	•	•	•	•	•	•	•
Berkshire	46.4	5,116	23.0	6.9	25.4	17.4	36.9	38.4	9.9	16.2	4.8	21.1
▲Pittsfield	19.3	5,508	20.4	5.7	22.4	14.0	40.0	38.8	11.5	17.6	5.7	23.(

*Not Available.
SM Standard (▲) and Potential (Δ) Metropolitan County Areas.

Before using these figures, read foreword, page 1.
© SM, 195

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

NORTHERN BERKSHIRE HAS CHANGED.

. . . And For The BETTER!

A generation ago textiles and shoes were mainstays of the local economy. BUT TODAY . . . look at this list of leading industries now providing employment in the North Adams City Zone:*

SHOES
Wall Streeter Shoe Company

SPECIALTIES
Remington Rand, Inc.

CHEMICALS
Dewey & Almy Chemical Co. (Div. of W. R. Grace Co.)
New England Lime Co.
Shea Chemical Company

ELECTRIC
Sprague Electric Co.
Cornish Wire Company

PAPER
L. L. Brown Paper Co.
Brightwater Paper Co.

MACHINERY
James Hunter Machine Co.

LEATHER
R. J. Widen Co.

TEXTILES
Berkshire-Hathaway, Inc.
Hoosac Mills Corp.
Strong Hewat & Co.
Arnold Print Works

This Greater Diversification means ECONOMIC STABILITY, SOUND PROSPERITY

In this compact independent Northern Berkshire County Market, the North Adams Transcript gives you 100% coverage of City Zone homes. Your own check of "outside" newspaper circulations, and coverage surveys of competing media, will prove that only through our newspaper can you do an EFFECTIVE advertising job in this substantial market.

*ABC City Zone includes North Adams, Adams and Williamstown

THE NORTH ADAMS TRANSCRIPT

Represented by THE JULIUS MATHEWS SPECIAL AGENCY, INC.

MASS. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
North Adams		21.8	.0129	6.7		34,174	.0120	1,568	5,101	7.2	4,764	23.1	7.5	30.0	21.8	35.0	39.2	8.3	14.7	3.6	16.8
Great Barrington		7.9	.0047	2.5		13,447	.0047	1,702	5,379	2.9	4,707	28.0	9.1	28.5	21.0	31.4	35.6	7.0	14.1	4.2	20.2
Adams Renfrew		15.3	.0091	4.4		24,614	.0087	1,609	5,594	4.9	5,004	20.4	6.2	26.6	18.5	39.5	42.1	9.7	16.3	3.8	16.9
Bristol	48	386.0	.2346	119.9	345.5	615,386	.2188	1,554	5,132	129.7	4,745	25.1	8.1	29.4	21.5	33.6	37.8	8.0	14.2	3.9	18.4
▲New Bedford		108.0	.0640	33.8		171,512	.0604	1,588	5,074	37.3	4,601	26.5	8.8	29.9	23.7	32.5	37.7	7.5	13.6	3.6	17.2
▲Fall River		109.0	.0646	32.5		165,570	.0583	1,519	5,094	35.8	4,627	24.9	8.3	30.1	22.4	33.9	39.1	7.7	14.1	3.4	16.1
Taunton		41.8	.0248	11.4		61,325	.0216	1,467	5,379	12.8	4,792	24.5	7.8	29.1	21.1	34.6	38.5	7.7	13.6	4.1	19.0
Attleboro		25.4	.0150	7.8		44,681	.0157	1,759	5,728	8.3	5,371	20.5	5.9	27.1	17.5	35.8	35.6	11.0	17.2	5.6	23.8
North Attleboro		13.8	.0080	4.0		22,707	.0080	1,682	5,677	*	*	*	*	*	*	*	*	*	*	*	*
Dukes		6.7	.0034	1.8		7,786	.0028	1,366	4,326	1.9	4,085	38.1	13.6	32.4	27.5	23.3	30.4	4.7	9.7	3.5	18.8

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

TAUNTON *Highest Family Income of Bristol County's Three Large Markets*

Taunton's families have more income . . . can buy more of your products . . . than families in the other two markets. They represent a husky portion of your Bristol County quota.

The Gazette alone covers this market—reaching 87% of the city zone homes and giving your advertising the broadest impact in the 69,204-population trading area.

TAUNTON GAZETTE, Taunton, Mass.

Represented by The Julius Mathews Special Agency, Inc.

A BIG SLICE OF YOUR BRISTOL COUNTY QUOTA

	TAUNTON	ABC C. Z. & TRADING AREA
POPULATION	41,800	69,204
INCOME	$61,325,000	$103,905,000
RETAIL SALES	45,938,000	71,760,000
FOOD	11,408,000	18,476,000
GENERAL MDSE.	3,470,000	6,297,000
APPAREL	4,245,000	6,642,000
FURN.-HSHLD.	2,514,000	4,152,000
AUTOMOTIVE	7,272,000	11,141,000
GASOLINE	1,933,000	4,083,000
DRUG	1,299,000	2,353,000

FALL RIVER, MASS.

a rich INDUSTRIAL MARKET

in the heart of

INDUSTRIAL NEW ENGLAND



the HERALD NEWS GIVES YOU 90% COVERAGE of the families in the FALL RIVER A.B.C. MARKET

ONE NEWSPAPER SELLS THIS BIG MARKET

90% coverage indicates that other newspapers have little or no impact in the area.

Fall River's Buying Power ... almost a quarter of a billion dollars ... Retail Sales are based on broad — and expanding — diversification of industry. More than 300 Manufacturing Plants produce for the domestic and export markets.

FALL RIVER

HERALD NEWS

Covering This Rich, Industrial Market Exclusively and Completely

KELLY-SMITH COMPANY
National Representatives

NEW YORK • LOS ANGELES • CHICAGO • DETROIT • SAN FRANCISCO
PHILADELPHIA • SYRACUSE • BOSTON • ATLANTA

SALEM—*Busiest City in Essex County*

...2nd Busiest In the State Among Cities Its Size or Larger

Salem is Essex County's busiest shopping hub. Its sales production index (155) is far ahead of any other city in the county. In fact, among all Massachusetts cities its size or larger, Salem is second only to Boston in this respect!

Salem is your only key to a big compact city zone market of 101,064 people—18% of the county's population . . . and the richest market in Essex County, embracing the highest family incomes in the county—for a total of $179,591,000.

They make 59% of their purchases—$73,131,000—in Salem's stores, spend another $50,730,000 in other city zone stores . . . in all $123,861,000.

Essex County's most able-to-buy—most *sellable*—market is worth a hard-hitting approach. The Salem Evening News alone gives your advertising that kind of impact. Study the circulation of other media in this market, compare it with the News' coverage . . . you'll see what we mean.

RETAIL TRADING ZONE



SALEM EVENING NEWS

SALEM, MASS.

Represented by The Julius Mathews Special Agency, Inc.

SALEM CITY ZONE (A.B.C.) **101,064**

MASS. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Essex	18	550.8	.3283	167.9	492.7	978,878	.3449	1,777	5,830	187.8	5,211	22.7	6.7	26.0	17.3	38.1	38.9	9.9	16.0	5.3	23.1
Lynn		98.6	.0584	29.8		185,867	.0655	1,885	6,237	35.6	5,226	21.8	6.4	24.2	16.1	38.7	39.5	10.4	16.7	4.9	21.3
Lawrence		75.3	.0446	22.7		123,957	.0437	1,646	5,461	26.3	4,706	23.5	7.8	29.6	21.8	34.5	39.1	8.7	15.6	3.4	15.7
Salem		41.4	.0245	11.9		74,921	.0264	1,810	6,296	14.0	5,335	20.3	5.8	25.5	16.6	38.3	38.3	10.6	15.7	5.3	22.6
Haverhill		46.0	.0273	14.2		80,147	.0282	1,742	5,644	16.5	4,850	26.3	8.3	27.6	19.7	32.7	36.0	9.0	15.6	4.4	20.4
Gloucester		26.3	.0156	8.0		42,678	.0150	1,623	5,335	8.7	4,882	24.3	7.7	27.8	19.7	34.4	37.6	9.4	16.2	4.1	18.8
Beverly		32.6	.0193	9.7		59,151	.0208	1,814	6,098	11.1	5,339	23.3	6.7	24.6	15.9	36.1	36.1	10.2	16.1	5.8	25.2
Newburyport		14.8	.0088	4.3		24,401	.0086	1,649	5,675	5.2	4,727	26.1	8.5	28.6	21.0	33.3	37.6	8.1	14.4	3.9	18.5
Peabody		28.7	.0170	8.2		51,048	.0180	1,779	6,225	9.5	5,373	20.2	5.8	25.8	16.6	38.4	38.1	10.1	15.8	5.5	23.7
Methuen		27.3	.0162	8.0		46,929	.0165	1,719	5,866	*	*	*	*	*	*	*	*	*	*	*	*
Danvers		19.4	.0115	4.4		26,806	.0094	1,382	6,092	5.1	5,268	17.2	5.0	27.6	18.1	40.9	41.5	9.6	15.3	4.7	20.1
Franklin		55.5	.0329	17.4	25.5	87,093	.0307	1,569	5,005	19.6	4,450	27.1	9.4	30.8	23.9	32.4	38.8	6.6	12.5	3.1	15.4
Greenfield		18.4	.0109	5.1		33,147	.0117	1,801	6,499	7.0	4,746	24.7	8.0	28.9	21.1	34.6	38.9	8.0	14.2	3.8	17.8
Hampden	142	398.1	.2358	117.1	352.7	738,378	.2602	1,855	6,306	139.1	5,309	21.5	6.2	24.6	16.0	38.0	38.2	10.7	17.0	5.2	22.6
▲Springfield		168.4	.0998	49.5		331,710	.1169	1,970	6,701	62.3	5,321	21.9	6.3	24.2	15.7	37.8	37.9	10.8	17.2	5.3	22.9

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the most profitable use of the Survey of Buying Power data.

HOLYOKE CITY ZONE

123,645

(A. B. C.)

One-quarter (24.2%) of the entire metropolitan area's total retail sales are made in the Holyoke City Zone (Holyoke, Chicopee, the Hadleys)—where the Holyoke Transcript-Telegram *alone* gives you solid coverage.

$217,221,000 Income
$146,190,000 Retail Sales

METROPOLITAN CENTER

The City Zone's pocketbooks bulge with the high wages of skilled workers in many different types of industries—over 21,000 in more than 200 plants. Family income averages a high $6,119 . . . or $383 above average.

Throughout the City Zone, sales are substantially above average—peaking to a 31% plus in Holyoke city stores . . . where food sales climb 30% above, general merchandise 34% above, apparel 75% above, furniture-household appliances 108% above, and drug store products 55% above average.

The Transcript-Telegram—the City Zone's daily reading habit for generations—has a way of loosening purse strings in this prosperous market that no outside newspaper can begin to match.

The HOLYOKE TRANSCRIPT-TELEGRAM

HOLYOKE, MASS.

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MASS. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956					Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
												% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
▲Holyoke		53.7	.0318	16.4		93,683	.0330	1,745	5,712	19.0	4,929	23.3	7.3	27.0	18.9	36.3	39.3	9.3	15.9	4.1	18.6
Chicopee		55.2	.0327	14.5		96,269	.0339	1,744	6,639	18.6	5,172	21.6	6.4	23.4	15.6	39.7	41.0	10.9	17.8	4.4	19.2
Westfield		22.6	.0134	6.8		40,686	.0143	1,800	5,983	7.6	5,364	20.1	5.7	26.3	17.1	37.4	37.2	10.7	16.7	5.5	23.3
West Springfield		24.0	.0142	7.0		41,490	.0146	1,729	5,927	8.1	5,146	16.9	5.0	20.6	13.9	43.1	44.7	13.4	9.8	6.0	26.6
Palmer		10.7	.0063	3.0		21,092	.0074	1,971	7,031	3.8	5,568	20.0	5.5	26.2	16.4	36.7	35.1	10.7	16.2	6.4	26.8

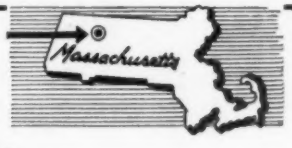
SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

In all Massachusetts only nine markets

have **all three** factors for advertising with profit: **(1)** Quality index in excess of 120 . . . **(2)** Retail sales in excess of $10,000,000 . . . **(3)** One local newspaper circulating over **90%** to families of more than $6,000 Effective Buying Income

Represented Nationally by
GILMAN, NICOLL & RUTHMAN
New York, Philadelphia, Chicago, Boston, San Francisco, Los Angeles

In western Massachusetts only Greenfield



gives you *all three* "advertising with profit" factors

1. **Quality Index** **121***
2. **Retail Sales** **$33,249,000**
3. **Family Effective Buying Income** **$6,499**

covered 99.5% by the

Greenfield Recorder-Gazette

FRANKLIN COUNTY'S OWN NEWSPAPER

Liquor and other beverage advertising accepted
Rates: .10 black and white; .15 black and one color
Circulation: 12,744 ABC (12 mo. ending Sept. 30, 1956)

**All data from Sales Management 1957 Survey of Buying Power*

Two EXCLUSIVES—

SELL MARLBORO-HUDSON and the Rich FIVE TOWNS MARKET at One Low Cost

The Marlboro Enterprise-Hudson Sun alone can deliver this prosperous market. They give you complete coverage of the twin cities' 7,500 families, whose growing income — averaging $5,680 — is based on broadly diversified industries. Total income is now $43,168,000—of which $29,988,000 is spent for retail goods. Total sales volume exceeds average proportions—as do food, general merchandise, apparel, furniture-appliance, and drug sales.

You can sell Marlboro-Hudson at an attractive low rate—and for slight additional cost you can include coverage of the select communities of the Middlesex County countryside, Concord, Bedford, Acton, Maynard and Sudbury.

Why not get the full story today on both these "exclusives"—two responsive markets packaged for fast delivery by the newspapers that penetrate them . . . with unmatched readership.

MARLBORO ENTERPRISE–HUDSON SUN

and the FIVE TOWNS WEEKLIES

MARLBORO, MASS.

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MASS. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
										Income Breakdown of Consumer Spending Units											
Hampshire	142	87.9	.0521	23.1	60.9	144,471	.0509	1,644	6,254	33.4	4,325	35.1	12.5	25.6	20.5	26.3	34.9	7.6	14.7	3.4	17.4
Northampton		30.6	.0181	7.2		48,892	.0172	1,598	6,791	11.6	4,209	36.1	13.2	26.1	21.4	27.7	35.1	6.9	13.9	3.2	16.4
Middlesex	18	**1144.8**	**.6781**	**323.0**	**1027.9**	**2,256,589**	**.7951**	**1,971**	**6,988**	**384.8**	**5,864**	**21.4**	**5.6**	**23.5**	**13.9**	**35.8**	**32.6**	**11.5**	**16.6**	**7.8**	**31.3**
Cambridge		121.2	.0718	33.7		255,784	.0901	2,110	7,590	51.6	4,955	30.0	9.3	25.8	18.1	30.1	32.4	8.5	14.4	5.6	25.8
Lowell		95.1	.0563	27.3		156,357	.0551	1,644	5,727	32.0	4,888	26.0	8.2	28.3	20.0	32.3	35.2	8.8	15.2	4.6	21.4
Somerville		94.9	.0562	26.4		167,878	.0592	1,769	6,359	30.9	5,437	18.6	5.3	24.5	15.6	40.5	39.8	11.1	17.1	5.3	22.2
Malden		59.7	.0354	17.3		109,183	.0385	1,829	6,311	19.8	5,521	19.3	5.4	24.1	15.0	39.8	38.5	11.0	16.8	5.8	24.3
Newton		88.6	.0525	24.2		260,106	.0917	2,936	10,748	31.0	8,395	19.4	3.6	18.0	7.4	30.3	19.2	14.2	14.2	18.1	55.6
Waltham		52.3	.0310	13.4		93,523	.0330	1,788	6,979	17.1	5,455	19.9	5.6	25.8	16.3	37.3	36.5	11.3	17.5	5.7	24.1
Medford		66.9	.0396	18.1		129,875	.0458	1,941	7,175	20.7	6,259	15.9	3.9	20.4	11.2	41.0	35.0	14.8	19.9	7.9	30.0
Watertown		39.6	.0235	10.5		65,536	.0231	1,655	6,242	12.1	5,465	16.9	4.8	20.6	13.2	40.5	40.0	14.8	11.2	7.2	30.8
Framingham		32.5	.0193	8.9		70,792	.0249	2,178	7,954	12.7	5,583	23.2	6.4	23.8	14.8	35.4	33.9	10.6	15.9	7.0	29.0
Everett		44.7	.0265	12.4		77,006	.0271	1,723	6,210	14.1	5,456	18.1	5.1	23.4	14.9	41.3	40.3	12.1	18.6	5.1	21.1
Arlington		48.4	.0287	13.3		97,617	.0344	2,017	7,340	15.1	6,475	14.5	3.4	17.5	9.4	41.6	34.3	15.9	13.7	10.5	39.2
Marlboro-Hudson		*24.9*	*.0143*	*7.6*		*45,168*	*.0159*	*1,734*	*5,680*												
Woburn		28.0	.0166	7.2		47,281	.0167	1,689	6,567	8.2	5,736	19.0	5.1	24.3	14.6	38.8	36.1	11.0	16.2	6.9	28.0
Belmont		29.4	.0174	8.3		66,011	.0303	2,926	10,363	9.5	9,046	16.2	2.8	14.9	5.7	32.5	19.1	17.2	17.9	19.2	54.5
Wakefield		23.3	.0138	6.5		42,963	.0151	1,844	6,610	7.7	5,615	15.8	4.3	21.2	13.1	41.0	38.9	14.3	11.6	7.7	32.1
Marlboro		16.4	.0097	4.9		28,713	.0101	1,751	5,860	5.5	5,179	21.1	6.2	27.7	18.7	35.8	36.8	10.8	17.1	4.9	21.2
Melrose		30.3	.0179	8.7		66,789	.0235	2,204	7,677	10.0	6,694	17.3	3.9	19.8	10.3	37.7	30.0	15.2	19.1	10.1	36.7
Natick		28.9	.0171	8.4		55,536	.0196	1,922	6,611	9.2	6,066	18.7	4.7	20.2	11.5	40.1	35.4	13.2	18.3	7.8	30.1
Nantucket		**3.8**	**.0022**	**1.1**	**3.1**	**4,713**	**.0017**	**1,309**	**4,286**	**1.1**	**4,372**	**29.5**	**10.4**	**33.4**	**26.5**	**28.4**	**34.6**	**5.0**	**9.6**	**3.7**	**18.9**
Norfolk	18	**457.5**	**.2710**	**130.5**	**378.8**	**1,028,491**	**.3624**	**2,248**	**7,881**	**185.0**	**5,534**	**19.4**	**4.5**	**21.1**	**10.9**	**35.9**	**28.9**	**13.0**	**16.8**	**10.6**	**39.2**
Quincy		84.8	.0502	24.7		172,695	.0609	2,036	6,992	28.3	6,103	17.3	4.4	20.6	11.6	40.9	35.8	13.6	18.7	7.6	29.5
Brookline		62.8	.0372	17.9		224,730	.0792	3,579	12,555	26.4	8,523	25.5	4.6	20.3	8.2	24.6	15.4	11.5	17.9	18.1	53.9
Wellesley		24.9	.0148	6.8		90,947	.0320	3,652	13,375	10.8	8,414	32.4	5.9	17.2	7.1	20.5	13.0	11.5	13.4	18.4	55.6
Norwood		22.8	.0135	6.1		43,182	.0152	1,894	7,079	7.3	5,910	16.6	4.3	22.4	13.1	41.3	37.3	12.8	18.2	6.9	27.1
Weymouth		46.9	.0278	13.8		78,428	.0276	1,672	5,683	14.8	5,302	15.8	4.6	21.1	13.8	42.8	43.0	13.8	10.3	6.5	28.3
Braintree		28.4	.0168	7.6		50,760	.0179	1,787	6,679	8.5	5,944	13.3	3.4	19.5	11.4	43.5	39.0	15.2	12.1	8.5	34.1
Dedham		22.9	.0136	6.2		46,188	.0163	2,017	7,450	7.1	6,531	14.9	3.5	22.1	11.7	39.7	32.4	13.9	17.9	9.4	34.5
Needham		23.8	.0141	6.9		60,625	.0214	2,547	8,786	7.8	7,748	14.1	2.8	18.2	8.1	37.3	25.7	16.1	17.5	14.3	45.9
Plymouth	20	**218.5**	**.1294**	**67.0**	**119.7**	**360,473**	**.1270**	**1,650**	**5,380**	**74.7**	**4,824**	**25.9**	**8.2**	**28.7**	**20.8**	**33.1**	**36.7**	**7.9**	**13.7**	**4.4**	**20.8**
▲Brockton		62.6	.0371	19.3		111,387	.0392	1,779	5,771	23.3	4,771	25.3	8.1	28.7	20.9	34.1	38.1	7.9	13.9	4.0	19.0
Plymouth		14.0	.0083	3.4		23,385	.0082	1,670	6,878	5.1	4,585	27.1	9.1	31.3	23.8	30.4	35.5	7.5	13.9	3.7	17.7
Middleborough		11.6	.0069	3.4		19,897	.0070	1,715	5,852	4.0	4,924	24.2	7.5	28.7	20.3	34.5	37.4	8.0	13.7	4.6	21.3
Suffolk	18	**838.5**	**.4968**	**241.8**	**838.5**	**1,549,890**	**.5462**	**1,848**	**6,416**	**314.4**	**4,929**	**28.2**	**8.1**	**27.6**	**19.5**	**32.3**	**35.0**	**9.1**	**15.6**	**4.8**	**21.8**

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.



How well do you know the Boston market?

Everybody has a soft spot for something familiar—whether it's the scarred bark on the old oak just back of the Grange Hall, or the chalky smell of the corner poolroom. Many Bostonians have a soft spot for some of the people and things pictured above:

A. Bird house given to the city by a Swiss visitor. Boston Common.
B. Stove in Boston and Albany freight terminal, Springfield.
C. Welterweight Tony DeMarco with Fred Cusick, WEEI Sports Director.
D. Roadsign near South Waterford, Maine.
E. Photo-elastic stress pattern, photographed by polarized light at M. I. T.
F. Mill on the Merrimack River, Lawrence.
G. Figurehead of Andrew Jackson, carved in the Boston Navy Yard about 1834.
H. Door of Harvard Lampoon building.
I. Snake Goddess, 16th century B. C. Boston Museum of Fine Arts.
J. Casino Theater in Boston.
K. WEEI News Editor Charles Ashley.
L. New Kresge Auditorium, M. I. T.
M. The Boston Stone.

You won't find many soft spots in the people of Boston. That is, you won't if you're a stranger. The Bostonian hides his sentiments carefully. He's a tough customer to sell. But once you've won his trust, he's likely to be your customer for life.

And WEEI has won that trust for the products it advertises. WEEI leads all of its competitors, both network and independent, in audience (and advertising) penetration. On a total-week basis, only WEEI reaches more than 81% of the radio homes in the Boston market.* To reach the soft spot of the buying Bostonian, call CBS Radio Spot Sales or WEEI Radio.

*Source: 5-County Boston Pulse Area. Pulse CPA Report, November, 1956.
Credits: B, D, F—Standard Oil Co., N. J.; E—Massachusetts Institute of Technology.

WEEI



Reach the foundation of buying with

DEPTH OF PENETRATION

The significant thing is not how much market is covered by a certain medium, but how much is penetrated. THE CHRISTIAN SCIENCE MONITOR has unusual depth of penetration. It goes daily into homes of better than average "spendable income" – income available for constructive spending – where the MONITOR is eagerly awaited and read.

Many leading retailers have told us that the customers who most often ask for nationally-advertised merchandise by brand names are MONITOR readers. Be sure this newspaper is on your primary media list. May we submit a planned advertising program in the MONITOR for your products? – THE CHRISTIAN SCIENCE MONITOR, One, Norway Street, Boston 15, Massachusetts.

News, Advertising, Readership
Devoted to Building a Better Civilization

Branch Offices

NEW YORK: 588 Fifth Avenue CHICAGO: 333 N. Michigan Avenue
LOS ANGELES: 650 S. Grand Avenue LONDON, W.C. 2: Connaught House, 163/4 Strand

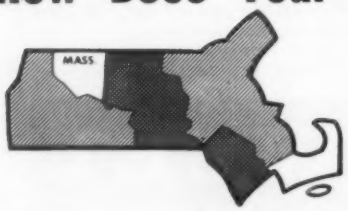
The CHRISTIAN SCIENCE MONITOR
An International Daily Newspaper

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MASS. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 Units	$0-2,499 % Inc.	$2,500-3,999 Units	$2,500-3,999 % Inc.	$4,000-6,999 Units	$4,000-6,999 % Inc.	$7,000-9,999 Units	$7,000-9,999 % Inc.	$10,000&over Units	$10,000&over % Inc.
▲Boston		755.2	.4474	214.9		1,413,206	.4980	1,871	6,576	287.1	4,923	26.5	8.3	27.7	19.4	31.9	34.6	9.1	15.6	4.8	22.1
Chelsea		36.0	.0213	9.8		59,954	.0211	1,665	6,118	12.3	4,893	23.7	7.5	28.5	20.1	35.2	38.4	8.3	14.3	4.3	19.7
Revere		40.8	.0242	11.4		66,841	.0236	1,638	5,863	13.2	5,063	20.7	6.3	27.5	18.8	37.7	39.8	9.8	16.3	4.3	18.8

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

How Does Your Advertising Sell the Boston Market? By Carload, by Case or by Package?

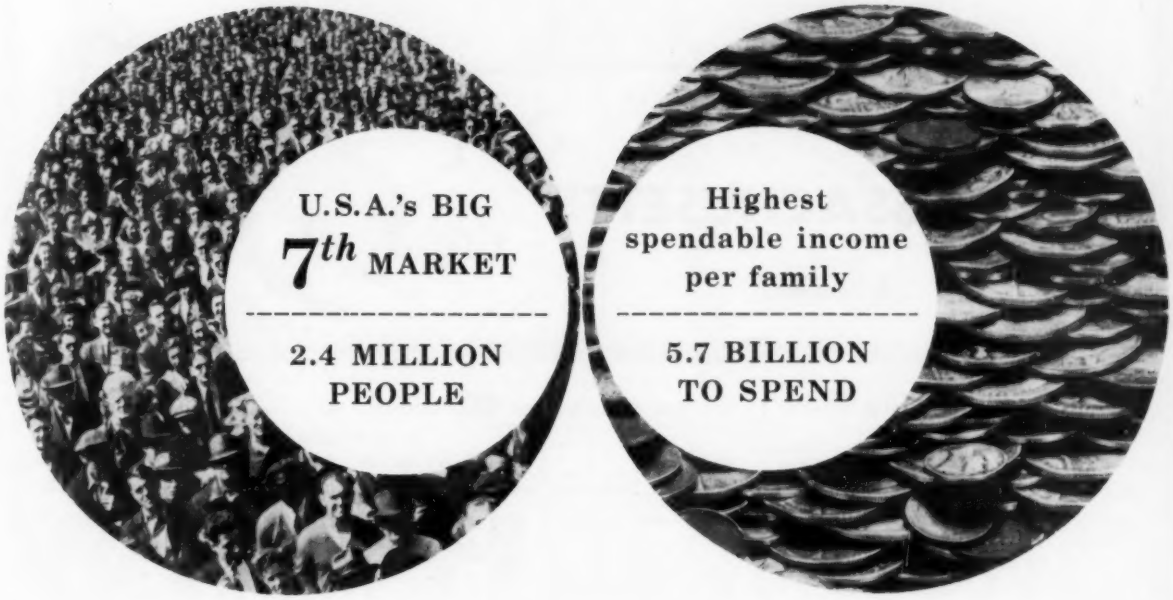


Pre-sell Boston's super markets, superettes and their supply depots with ads in their own local trade newspaper.

YANKEE GROCER
Newspaper of NEW ENGLAND'S Major Markets
376 Boylston St. Boston 16, Mass.

Get the

Big Bulk



in Boston



Where Boston buying bulks biggest — more people read the Herald - Traveler

With the Herald-Traveler you get the highest coverage of the communities where the most buying power is (Boston's "Money Belt") — plus a major share of Boston's commuter circulation.

And the Herald-Traveler is *growing* — now 401,000 families, representing the Big Bulk of Boston's spending.

That's why the Herald-Traveler, in 1956, enjoyed the biggest advertising year of any Boston newspaper in history. 30th straight year of leadership in total linage. 26th straight year of leadership in national linage. 25th straight year of leadership in retail linage (ahead of the second paper by more than 2,000,000 lines for the 11th straight year). Leadership in almost every important classification, national and retail.

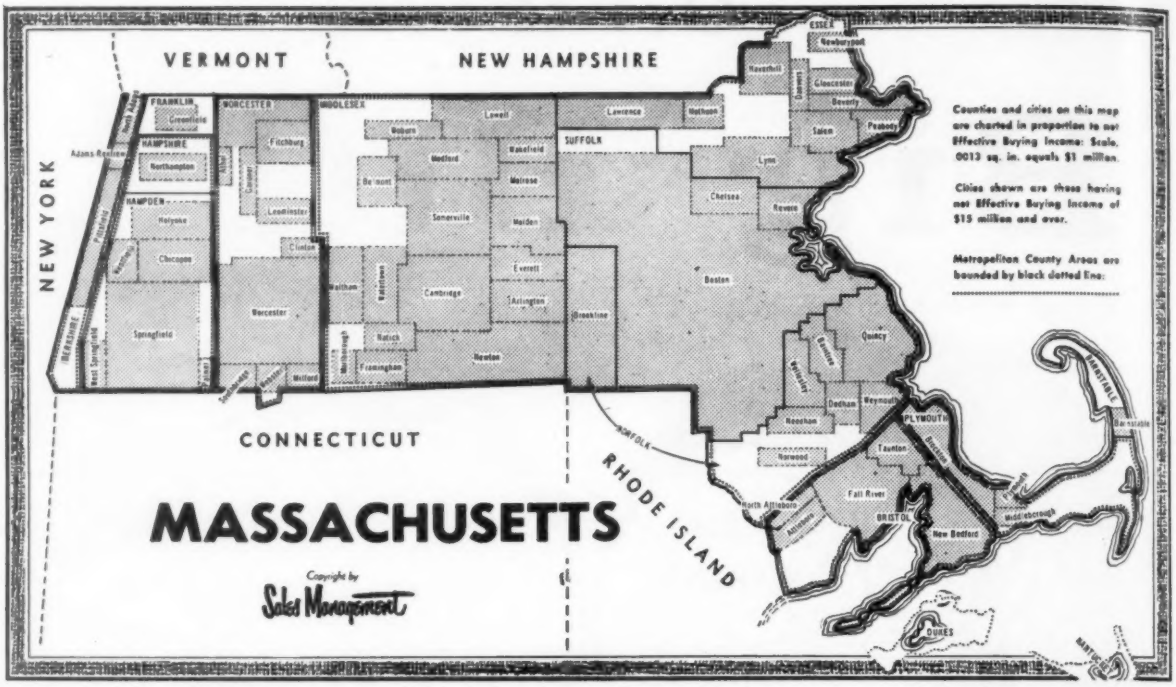
When you advertise to growing Boston, remember the growing Herald-Traveler.

One Contract Delivers the Big Bulk in Boston

BOSTON HERALD-TRAVELER

Sunday • Morning • Evening

Represented nationally by GEO. A. McDEVITT Co., Inc., NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • PITTSBURGH • LOS ANGELES
Special travel and resort representative: HAL WINTER COMPANY, 7136 Abbott Ave., Miami Beach, Florida



MASS. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1958 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Worcester	166	561.5	.3444	169.0	444.1	987,269	.3478	1,698	5,842	197.3	5,004	23.2	7.1	27.0	18.8	35.2	35.6	9.1	15.3	4.5	26.2
▲Worcester		207.5	.1229	58.4		371,372	.1309	1,790	6,359	74.6	4,978	25.4	7.8	26.3	18.3	34.6	37.1	9.0	15.2	4.7	21.6
Fitchburg		43.5	.0258	12.9		75,664	.0267	1,739	5,865	15.3	4,956	22.3	6.9	27.6	19.3	37.1	40.0	8.8	15.0	4.2	18.8
Gardner		20.3	.0120	5.8		36,901	.0130	1,818	6,362	7.0	5,275	17.9	5.2	29.8	19.6	37.6	38.0	9.7	15.4	5.0	21.8
Leominster		25.1	.0149	7.4		40,574	.0143	1,616	5,483	7.9	5,149	20.4	6.1	26.8	18.0	38.2	39.6	10.1	16.5	4.5	19.8
Southbridge		17.5	.0104	5.1		31,517	.0111	1,801	6,180	5.9	5,366	17.0	4.9	26.9	17.3	40.1	39.9	11.2	17.6	4.8	20.3
Milford		15.8	.0094	4.5		30,911	.0109	1,956	6,869	5.6	5,540	16.6	4.6	23 8	14.9	43.0	41.4	11.3	17.1	5.3	22.0
Clinton		13.0	.0077	3.7		26,958	.0074	1,612	5,664	4.2	4,982	21.2	6.5	28.5	19.8	36.6	39.2	9.7	16.5	4.0	18.0
Athol		12.5	.0074	3.7		22,003	.0078	1,760	5,947	4.7	4,726	22.1	7.2	32.6	23.9	34.4	35.9	7.2	12.8	3.7	17.2
Webster		14.3	.0085	4.1		24,916	.0088	1,742	6,077	5.1	4,914	21.5	6.7	26.4	18.6	39.0	42.4	9.5	16.3	3.6	16.0
Total Above Cities		3712.9	2.1999	1061.7		7,018,233	2.4728	1,890	6,610	1291.8	5,361	23.2	6.6	25.6	16.6	35.0	34.9	10.2	15.8	6.0	26.1
State Total		4930.0	2.9205	1438.5	4215.8	9,078,617	3.1990	1,842	6,311	1704.1	5,328	23.4	6.8	25.8	16.8	34.9	34.9	10.0	15.8	5.9	25.7

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1958 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Boston	18	2,991.6	1.7722	863.2	2,737.9	5,813,848	2.0488	1,943	6,735
Brockton	20	218.5	.1294	67.0	119.7	380,473	.1270	1,650	5,380

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

SELL LOCALLY

Milford has the highest family income in Worcester County—$6,869 . . . highest income per consumer spending unit . . . and the highest percentage of units in the top three income brackets. 60% of the units earn over $4,000. What's more, it tops every market in the county but one in sales production.

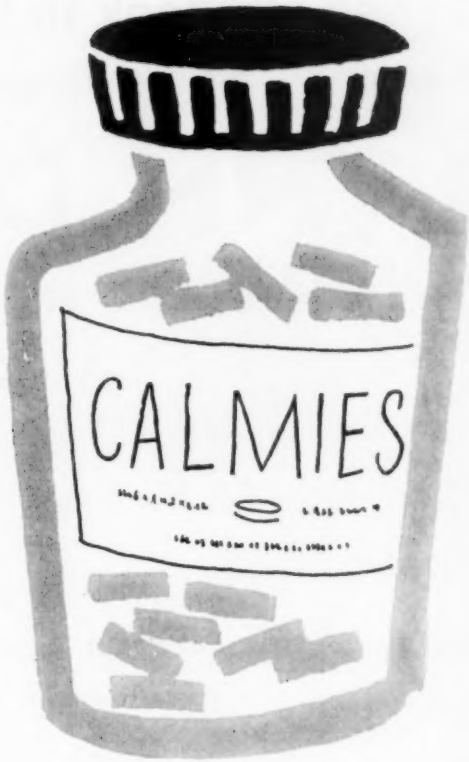
The surest way to sell Milford—and the entire market of 51,012 people—is through its own newspaper, the Milford Daily News . . . covering Milford completely, with more than 2,500 additional circulation in the surrounding area.

THE MILFORD MARKET
POPULATION 51,012
INCOME $90,681,000
RETAIL SALES . . $58,399,000

The MILFORD DAILY NEWS, MILFORD, MASS.

Represented by The Julius Mathews Special Agency, Inc.

pills



Our sponsors never take them

WHDH delivers buyers

*WHDH 50,000 Watts covers **1,605,410 HOMES** in New England— $6,631,172 in total retail purchases went to these homes in 1956—

*WHDH *reaches* 71.2% of these, or **1,143,051 HOMES** — one to seven times a week—

*WHDH Personalities *sell* to an average of **80,270 HOMES** — every quarter hour of the listening week—

This WHDH "Home Work" Delivers Buyers

WHDH

50,000 WATTS—BOSTON

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

When you look to Lynn's 300,000 customers be sure of your circulation, CHOOSE . . .

LYNN DAILY ITEM

THE ONLY ABC NEWSPAPER IN LYNN, MASS.

MASS. METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A	Per Capita	Per Family
Fall River-New Bedford	48	396.0	.2346	119.9	345.5	615,386	.2168	1,554	5,132
Pittsfield	109	138.6	.0821	41.6	113.1	237,252	.0836	1,712	5,703
Springfield-Holyoke	142	486.0	.2879	140.2	413.6	882,849	.3111	1,817	6,297
Worcester	166	561.6	.3444	169.0	444.1	987,269	.3478	1,696	5,842
Total Above Areas		4,812.2	2.8506	1,400.9	4,173.9	8,897,077	3.1349	1,849	6,351

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Barnstable		96,910	.0603	5,602	.0358	114	160	28,252	9,179	5,310	4,970	4,378	13,348	6,956	9,267	3,995
Barnstable		35,411	.0184		.0111	146	242	8,138	1,991	3,703	3,056	1,405	7,796	1,495	2,632	1,139
Berkshire	109	171,135	.0899	4,114	.0849	103	108	42,857	10,985	19,868	13,428	8,990	29,034	9,468	9,321	5,009
▲Pittsfield		85,554	.0444		.0387	116	133	20,321	4,740	12,745	7,725	4,271	15,395	3,804	4,276	2,332
North Adams		28,971	.0150		.0131	102	116	6,241	1,492	4,264	2,728	2,083	5,226	1,427	1,135	638
Great Barrington		14,380	.0075		.0055	117	160	3,656	810	721	802	691	2,270	567	1,092	505
Adams Renfrew		12,643	.0066		.0082	90	73	4,271	921	975	927	815	1,261	1,006	1,140	361
Bristol	48	410,829	.2134	3,426	.2193	93	91	105,909	29,667	36,033	38,174	23,615	63,939	23,268	20,983	13,302
▲New Bedford		132,752	.0690		.0637	100	108	36,309	8,234	16,913	14,650	8,287	17,317	6,587	4,149	4,702
▲Fall River		121,471	.0631		.0610	94	98	29,033	7,636	11,965	13,668	10,367	15,774	5,949	6,147	4,128
Taunton		45,938	.0239		.0229	92	96	11,408	2,241	3,470	4,245	2,514	7,272	1,933	3,312	1,299
Attleboro		28,971	.0150		.0154	103	100	7,482	2,152	1,008	3,595	1,328	6,154	1,132	1,772	1,281
North Attleboro		18,606	.0097		.0085	106	121	4,755	1,261	1,059	1,453	416	2,320	1,225	1,403	472
Dukes		12,537	.0065	6,965	.0041	121	101	5,008	788	722	332	416	1,522	563	1,015	544
Essex	19	601,748	.3128	3,584	.3314	102	96	157,826	48,903	61,546	48,870	28,179	87,466	36,884	32,652	21,015
Lynn		125,695	.0653		.0640	110	112	33,962	10,751	15,484	11,349	6,433	16,728	5,992	4,911	4,758

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

ATTLEBORO, MASS. TOP CITY IN BRISTOL COUNTY IN INCOME PER FAMILY WITH $5,728

In the Attleboro market you get the cream of Bristol County —plenty of it! You get the highest per capita and per family income, highest consumer spending unit income—and the only market in the county with the bulk of its spending units (52.4%) in the three top income brackets . . . above the $4,000 level.

Both income and sales are well above average in this 33,732 city zone market—and results are further assured by the coverage and intimate readership of the market's newspaper—the Sun . . . only paper saturating the market, with 100% coverage of the city, 74% of the city zone.

Attleboro Daily Sun

ATTLEBORO CITY ZONE

Population	33,732	Food	$10,153,000
Families	10,329	Genl. Mdse.	1,788,000
Income	$58,695,000	Apparel	3,171,000
Income Per Capita	1,740	Furn.-Hshld.	1,720,000
Income Per Family	5,702	Automotive	6,308,000
Retail Sales	39,502,000	Gasoline	2,058,000
Sales Per Capita	1,178	Lumb.-Bldg.-Hdwre.	2,026,000
Sales Per Family	3,838	Drug	1,349,000

Represented by JOHNSON, KENT, GAVIN & SINDING, INC. NEW YORK • CHICAGO • BOSTON • SAN FRANCISCO • LOS ANGELES

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

IN 1956

THE PER CAPITA FOOD SALES... 36% ABOVE NATIONAL AVERAGE



IN THE NEW BEDFORD TRADING AREA

(New Bedford plus Cape Cod & "The Islands")



LEADING SUPERMARKETS AND INDEPENDENT CHAIN STORES	No. of Stores
A & P	22
First National	21
Red & White	26
Pioneer	22
AG Stores	12
Stop & Shop	5
People's Market	3
Union Foodland	3

Food Sales Totaled $86,174,000

New Bedford ranks at the top of the list in per capita food sales. Total food sales increased $6,883,000 from the previous year to reach the all-time high of $86,174,000.

New record highs of $309,971,000 were recorded in retail sales.

New record highs of $379,555,000 were recorded in total buying power.

Get 87% coverage of this 4th Massachusetts market . . . now a quarter of a million strong.

All figures are for Greater New Bedford - plus Cape Cod and "The Islands" (Martha's Vineyard and Nantucket).

The Standard-Times

"The Nation's Best-Read Newspaper"

BASIL BREWER, *Publisher*

ONE PAPER COVERAGE: CITY ZONE 94%, ENTIRE MARKET 87%

Represented by Story, Brooks & Finley, Inc.

Look at what has happened during the past 5 years in diversified Greater **LAWRENCE** *Massachusetts*

	1951	1956	Amount of Increase	% of Increase
Effective Buying Income (Total)	$174,497,000	$ 213,273,000	$ 38,776,000	22.2
Effective Buying Income (Per Family)	4,616	5,741	1,125	24.4
Bank Deposits	180,635,574	244,298,024	63,662,450	35.2
Freight Car Loadings	3,701	18,043	14,342	387.5
Value of Building Permits	1,679,812	3,609,613	1,929,801	114.9
Passengers Enplaned at Lawrence Airport	686	7,464	6,728	980.7
Cargo Poundage Outbound From Law. Airport	0	126,050	126,050	126.050
Sales of Electricity (KWH)	125,242,413	198,343,128	73,100,715	58.4
Electric Co. Plant Investment	10,005,006	14,753,741	4,748,735	47.5
Cubic Ft. of Gas Consumed	480,000,000	1,059,464,800	579,464,800	120.7
Rail Express Shipments	70,421	175,656	105,235	149.44
Air Express Shipments	2,009	15,987	13,978	695.77
Number of Telephones in Area	36,996	46,205	9,209	24.8
Local Telephone Calls (average per day)	216,000	277,000	61,000	28.6
Toll Telephone Calls (average per day)	10,000	12,000	2,000	20.0
Long Distant Circuits (orig. out of Lawrence)	262	511	249	95.0
Bank Assets	203,264,942	274,553,600	71,288,658	35.1
Bank Debits (Month of December)	48,731,000	73,654,000	24,923,000	51.1
Post Office Receipts	757,303	1,013,143	255,840	33.8
Railway Express Agency Employees	8	24	16	200.00
Railway Express Agency Wages	41,412	101,073	59,661	144.07
Railway Express Agency Revenue	144,600	602,179	457,579	316.44
United Fund Contributions	196,153	371,608	175,455	89.4

The Greater Lawrence area is covered completely by the Lawrence EAGLE-TRIBUNE

MASS. COUNTIES CITIES (continued) — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lawrence		111,105	.0577		.0481	108	129	24,786	7,635	11,238	13,509	6,694	16,777	4,649	7,017	3,630
Salem		73,131	.0380		.0295	120	155	13,599	4,663	11,149	9,581	4,567	11,578	2,141	2,949	1,184
Haverhill		58,033	.0301		.0286	105	110	13,365	3,461	5,246	5,220	3,361	11,524	4,279	2,917	1,811
Gloucester		31,618	.0164		.0155	99	105	8,351	1,644	3,238	2,621	1,197	3,891	2,169	2,647	1,238
Beverly		34,500	.0179		.0196	102	93	10,552	1,913	2,477	873	1,128	8,873	2,479	1,464	1,148
Newburyport		20,978	.0109		.0093	106	124	5,556	1,081	2,522	1,231	1,193	3,024	1,275	2,162	673

© SM, 1957.

Before using these figures, read foreword, page 11.

91% COVERAGE

That's What
THE HAVERHILL (MASS.) GAZETTE
Gives you in The Haverhill ABC City Zone

No combination of outside papers will give adequate coverage.

Comparative Coverage	City Zone	Households
Haverhill Gazette	14,636	91.2%
Boston Globe A.M.	823	5.1%
Boston Globe P.M.	131	.8%
Boston Herald	1,039	6.4%
Boston Traveler	260	1.6%
Boston Record	3,915	24.4%
Boston American	562	2.8%

(Source, Latest ABC 12 months audit)

The Ward-Griffith Co., Inc., *National Representatives*

George W. McLaughlin, *Advertising Manager*

THERE IS NO MORE

EFFECTIVE 7 DAY COVERAGE

of the rich, Northern Middlesex County, Mass. Market than the blanketing provided by the...

LOWELL SUN

★ Only Daily Newspaper in Lowell and Northern Middlesex County. ABC Circulation 42,482.

★ Only Sunday Newspaper in Lowell and Northern Middlesex Trading Area. Circulation 29,991 ABC.

★ Market is fertile, compact. See figures at left.

★ Write for brand-new Market Analysis, 48 pages, 46 categories, hundreds of break-downs.

City Population	31,201
	60,925
Total Market	192,146
Bank Deposits	$308,502,000
Family Expenditures	231,864,000

LOWELL SUN DAILY SUNDAY

Story, Brooks & Finley
National Representatives

MASS. — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Peabody		20,342	.0106		.0156	92	62	5,550	2,687	608	553	660	3,113	1,843	1,143	1,353
Methuen		16,376	.0085		.0140	86	52	6,937	1,520	1,269	82	142	1,877	1,573	911	543
Danvers		16,634	.0086		.0096	83	75	4,541	1,622	3,148	514	492	1,475	979	679	492
Franklin		58,286	.0303	3,349	.0311	96	92	13,053	3,340	4,895	3,120	4,174	10,130	4,028	3,115	1,632
Greenfield		33,249	.0173		.0132	121	159	6,488	1,580	3,974	2,378	3,252	7,577	1,594	1,669	932
Hampden	142	514,770	.2674	4,396	.2574	109	113	112,485	34,379	77,938	38,564	27,060	80,289	23,704	39,847	17,787
▲Springfield		273,219	.1419		.1210	121	142	54,455	15,563	49,130	26,331	13,470	43,192	9,987	18,740	9,501
▲Holyoke		80,201	.0417		.0354	111	131	18,261	6,345	10,539	7,036	6,695	10,573	2,255	4,674	2,984
Chicopee		39,573	.0206		.0297	91	63	12,606	4,231	1,982	975	1,610	6,750	3,351	2,702	1,687
Westfield		38,246	.0199		.0158	118	149	7,600	1,801	5,121	2,792	1,168	7,280	1,547	4,904	1,009
West Springfield		27,458	.0143		.0144	101	101	7,267	2,472	106	346	1,737	6,547	2,487	2,611	769
Palmer		18,122	.0094		.0078	124	149	3,920	845	660	859	1,820	3,607	785	1,670	560
Hampshire	142	87,264	.0453	3,778	.0495	95	87	20,796	6,007	7,483	5,722	4,051	16,578	5,162	4,973	2,940
Northampton		39,905	.0207		.0184	102	114	8,470	2,138	4,759	4,174	1,580	7,367	1,327	2,145	1,319

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

Mr. Advertiser:

Meet the AVERAGE AMERICAN

Meet him (or her) on the streets of Northampton—shopping. He's part industrial wage-earner, from one of the well known plants in the area. . . part farmer, in one of the state's top farm income counties. . . part student, from one of four colleges. . . part tradesman or professional man.

He has $1,644 buying income (his family, $6,254), and spends $1,093 in retail stores—a pretty reliable person to turn to if you're testing or looking for consistent purchases of your brand the year round.

You're always sure of finding him behind an open copy of the Hampshire Daily Gazette—the market's local daily, reaching 89% of the city zone homes, 64% of the trading area's.

73,406 Population • $119,255,000 Income • $80,259,000 Retail Sales

DAILY HAMPSHIRE GAZETTE—NORTHAMPTON, MASS.

Represented by The Julius Mathews Special Agency, Inc.

WALTHAM

THE PRECISION CITY

$93,523,000* Income

$74,967,000* Retail Sales

Sales production index of 125, far above state average

Over 50% of city's consumer spending units above $4,000 income level

4 colors available daily

The News-Tribune
WALTHAM, MASS.
Represented by
Johnson, Kent, Gavin & Sinding, Inc.

*SM 1957

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MASS. COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Middlesex	18	1,253,145	.6510	3,880	.7285	107	98	321,627	79,606	153,511	80,238	61,645	220,691	67,605	71,448	42,318
Cambridge		196,189	.1019		.0900	125	142	46,838	17,542	32,121	19,248	16,303	32,068	8,068	7,657	4,808
Lowell[1]		110,262	.0573		.0560	99	102	26,389	8,455	14,298	9,707	7,169	14,171	5,004	4,038	3,450
Somerville		80,976	.0421		.0535	95	75	22,197	6,316	6,242	2,706	2,675	20,102	4,868	3,202	3,379
Malden		76,179	.0396		.0382	108	112	16,713	4,116	12,593	6,008	4,489	13,997	3,228	4,685	2,571
Newton		108,076	.0561		.0732	139	107	30,391	4,454	7,822	16,157	3,647	19,075	5,935	3,685	5,061
Waltham		74,967	.0389		.0344	111	125	15,014	3,745	12,782	4,697	4,502	12,937	2,565	7,480	2,095
Medford		68,965	.0358		.0416	105	90	21,237	2,122	10,625	2,076	1,666	15,137	3,113	3,004	2,220
Watertown		55,036	.0286		.0248	106	122	19,570	3,201	996	2,263	640	12,376	3,089	6,123	1,329
Framingham		68,058	.0354		.0269	139	183	11,200	5,784	19,376	6,500	3,788	8,443	2,601	3,179	1,576
Everett		28,960	.0150		.0234	88	57	9,906	2,553	1,688	869	1,815	4,037	2,309	1,085	1,668
Arlington		39,027	.0203		.0290	101	71	10,640	867	972	1,930	1,159	11,018	2,360	4,050	1,548
Marlboro-Hudson		*29,988*	*.0156*		*.0152*	*103*	*105*	*7,535*	*1,931*	*4,093*	*1,991*	*1,512*	*4,571*	*1,865*	*1,518*	*998*
Woburn		25,651	.0133		.0157	95	80	6,808	1,038	1,558	1,280	1,092	2,867	1,976	2,005	598
Belmont		23,858	.0124		.0224	129	71	9,516	883	306	778	381	5,824	1,460	774	2,049
Wakefield		26,180	.0136		.0144	104	99	5,496	616	608	2,033	744	8,630	1,252	1,875	822
Marlboro		16,814	.0087		.0096	99	90	4,611	1,230	1,118	1,280	712	2,323	737	777	662
Melrose		21,695	.0113		.0187	104	63	8,445	602	990	598	890	3,301	1,250	1,376	829
Natick		18,061	.0094		.0160	94	55	5,123	802	480	1,198	1,772	2,861	1,173	1,415	824
Nantucket		7,689	.0040	6,990	.0025	114	162	2,130	1,453	216	305	81	722	329	1,358	281
Norfolk	18	465,240	.2417	3,565	.3079	114	89	117,339	33,518	43,140	31,835	14,856	89,704	26,247	36,327	16,887
Quincy		126,333	.0656		.0602	120	131	28,503	10,211	20,600	9,621	5,024	18,565	5,421	11,466	3,626
Brookline		83,230	.0432		.0600	161	116	21,226	5,614	3,039	8,549	3,324	21,826	3,827	1,439	3,722
Wellesley		39,367	.0204		.0251	170	138	6,926	788	3,604	7,399	508	8,018	1,477	7,119	1,311
Norwood		28,480	.0148		.0147	109	110	8,766	1,877	2,954	2,008	1,227	4,301	876	2,314	848
Weymouth		27,095	.0141		.0236	85	51	6,097	2,231	2,523	517	852	6,210	2,112	1,780	1,180
Braintree		17,844	.0093		.0151	90	55	5,410	1,102	600	252	579	4,849	1,747	666	663
Dedham		17,231	.0090		.0136	100	66	4,883	1,786	1,870	371	235	2,439	1,531	597	742
Needham		17,622	.0092		.0163	116	65	5,366	638	1,852	930	633	4,331	1,457	781	737
Plymouth	20	252,480	.1311	3,788	.1287	99	101	68,390	19,128	29,586	15,973	9,899	40,397	15,324	16,871	8,736
▲Brockton		94,440	.0491		.0418	113	132	21,943	5,061	12,595	9,413	5,043	13,278	5,418	5,372	3,618
Plymouth		21,870	.0114		.0092	111	137	6,779	1,705	2,303	1,204	738	3,595	1,407	960	746
Middleborough		15,487	.0080		.0073	106	116	4,026	1,297	817	856	573	1,786	1,239	665	350
Suffolk	18	1,544,499	.8023	6,383	.6131	123	161	369,010	142,488	360,936	135,995	68,648	157,931	40,127	36,008	44,824
1▲Boston		1,436,888	.7464		.5624	126	167	329,880	132,594	354,671	131,674	64,634	142,427	33,655	30,103	40,006
Chelsea		41,668	.0216		.0213	100	101	12,595	3,017	1,838	2,427	1,829	7,052	2,549	3,096	1,934
Revere		38,763	.0201		.0227	94	83	10,464	6,189	2,261	794	1,461	6,642	2,992	2,314	1,336

1 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

© SM, 1957.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.



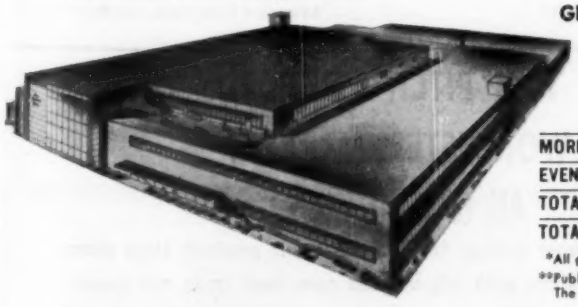
building you a bigger market

Boston's big building boom displays exciting evidence of a vigorous, growing market. New industrial parks dot the entire retail trading zone while in the heart of Boston, the canny management of The Prudential Insurance Company has purchased 28 acres to build a "city within a city".

NOW! The nation's most modern newspaper plant

Growing with the city, The Boston Globe, too, is now building a $12,000,000 plant on a 17½ acre site.

The fastest growing newspaper in New England, the Globe could no longer keep up with vastly increased circulation and advertising linage in the old buildings. So like many another old and new Boston business, the Globe decided to build . . . to modernize . . . to prepare for Boston's flourishing future.



GLOBE OUTGAINS ALL OTHER BOSTON PAPERS IN CIRCULATION**

Total Combined Daily Gain - - 93,657*

Total Sunday Gain - - - - - 63,457*

	City Zone	Retail Trading Zone	All Other Zones	Total Net Paid
MORNING GLOBE	149,371	32,876	43,164	225,411
EVENING GLOBE	129,300	21,565	4,086	154,951
TOTAL COMBINED DAILY	278,671	54,441	47,250	380,362
TOTAL SUNDAY	271,186	88,479	83,305	442,970

*All gains based on comparison of 4th quarter 1956 vs. 4th quarter 1955.

**Publisher's Interim Statement For The 3 Months Ending December 31, 1956 Filed With The A. B. C.

YES, NEW ENGLAND'S FASTEST GROWING NEWSPAPER IS **The Boston Globe** MORNING EVENING SUNDAY

Cresmer & Woodward, Inc.
New York, San Francisco, Los Angeles

Scolaro, Meeker & Scott
Chicago, Detroit

The Leonard Company
Miami Beach, Florida

WTAG

WORCESTER, MASSACHUSETTS

SELLS

CENTRAL NEW ENGLAND

BEST!

Record of sales success for over 30 years

AM—FM • 5000W • BASIC CBS



Measure of a great Radio Station

Represented by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK, BOSTON, CHICAGO, DETROIT, SAN FRANCISCO

MASS.

RETAIL SALES— SM ESTIMATES, 1956

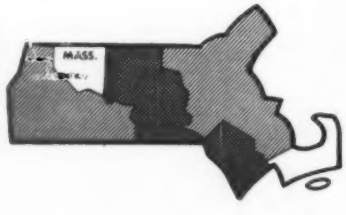
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Worcester	168	636,221	.3305	3,765	.3420	99	96	157,654	45,200	60,442	46,117	34,779	109,013	41,053	40,311	29,840
▲Worcester		290,956	.1511		.1354	110	123	65,620	19,509	37,401	29,813	18,567	47,310	14,485	17,502	8,734
Fitchburg		65,722	.0341		.0287	111	132	15,189	3,502	6,644	5,063	3,457	11,438	5,033	4,154	2,123
Gardner		23,920	.0124		.0126	105	103	6,213	1,110	2,455	1,335	1,068	4,767	1,163	1,407	1,072
Leominster		29,811	.0155		.0148	99	104	8,105	1,975	2,633	1,533	1,535	5,797	1,795	1,564	865
Southbridge		23,937	.0124		.0114	110	119	6,152	1,540	1,574	1,717	1,073	4,523	1,108	1,740	911
Milford		22,738	.0118		.0109	116	126	4,933	1,367	1,702	1,786	1,480	5,008	1,406	1,324	742
Clinton		18,166	.0094		.0081	105	122	4,731	1,689	1,557	710	1,499	3,155	785	1,220	594
Athol		17,305	.0090		.0081	109	122	3,969	870	845	1,402	1,242	3,878	796	1,418	549
Webster		16,724	.0087		.0087	102	102	5,015	1,734	1,735	1,038	866	2,010	584	1,298	603
Total Above Cities		5,137,633	2.6687		2.4774	113	121	1,240,745	375,232	782,130	434,022	260,817	774,910	219,688	250,282	164,939
State Total		6,112,703	3.1753	4,249	3.1362	107	109	1,520,327	484,640	852,678	463,843	290,680	920,764	300,716	323,493	199,627

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.



HOW DO YOU PITCH YOUR ADS IN THE WORCESTER MARKET?

All to Consumers?

Don't tell the super market trade to buy your product. Urge them to sell it! Urge them with ads in their own local trade newspaper.

YANKEE GROCER

Newspaper of New England's Major Market

376 Boylston St., Boston 16, Mass.

WORCESTER'S Growth is still on the rise

...And TELEGRAM & GAZETTE

Circulation is *still* at an All Time High

91.9% INTENSIVE COVERAGE

WORCESTER COUNTY

Daily 159,881

(SUNDAY, 106,881)

(ABC Audit Dec. 31, 1956)

A 'Must' Market in your New England sales picture





Metropolitan Worcester County Market

1957 SALES STORY... Ten Year Growth

Population	581,500	UP 17%
Families	169,000	UP 27%
Retail Sales	$636,221,000	UP 57%
Grocery Sales	$157,654,000	UP 34%
E. B. I.	$987,269,000	UP 80%
General Merchandise	$ 60,442,000	UP 18%
Drug Store Sales	$ 20,540,000*	UP 53%

Source: Sales Management Survey of Buying Power May, 1957

Drug Sales (All Outlets) $25,100,000



The Worcester

TELEGRAM AND GAZETTE

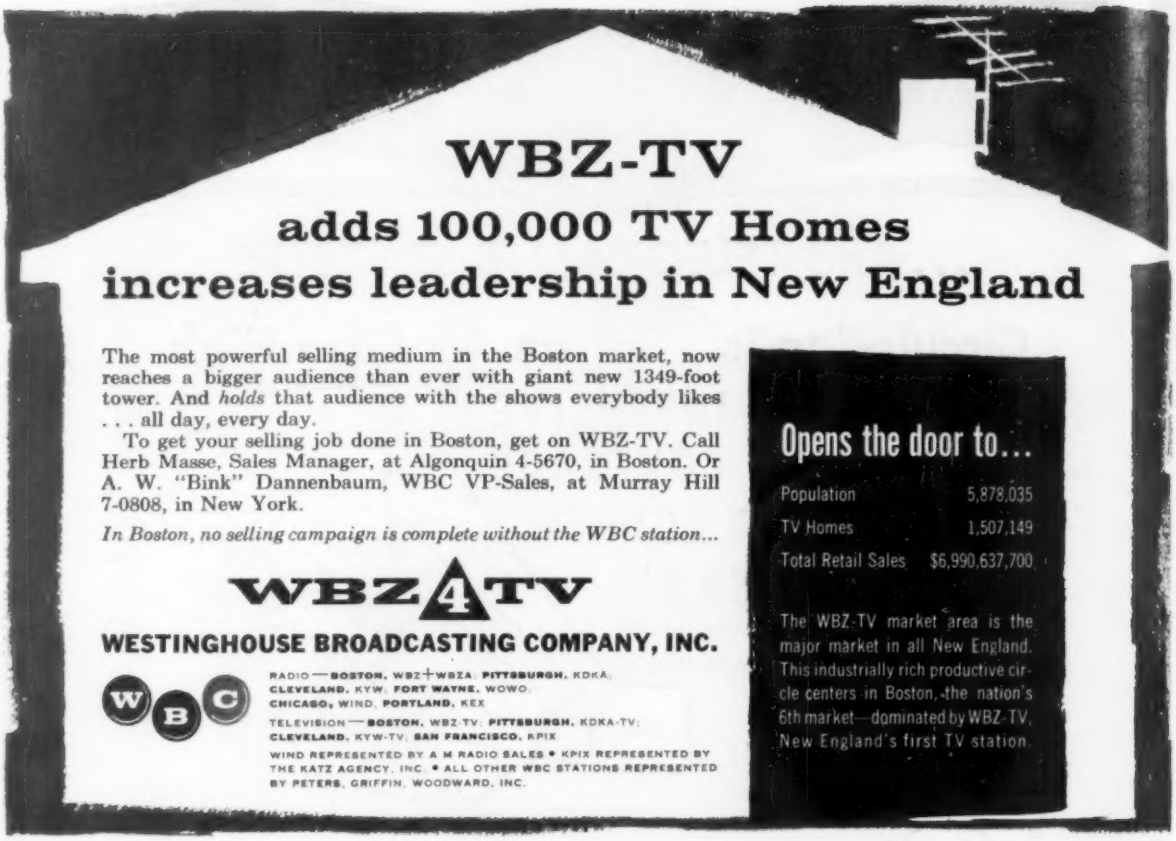
WORCESTER, MASSACHUSETTS

Howard M. Booth, Publisher

MOLONEY, REGAN & SCHMITT, Inc.

National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM



WBZ-TV

adds 100,000 TV Homes increases leadership in New England

The most powerful selling medium in the Boston market, now reaches a bigger audience than ever with giant new 1349-foot tower. And *holds* that audience with the shows everybody likes . . . all day, every day.

To get your selling job done in Boston, get on WBZ-TV. Call Herb Masse, Sales Manager, at Algonquin 4-5670, in Boston. Or A. W. "Bink" Dannenbaum, WBC VP-Sales, at Murray Hill 7-0808, in New York.

In Boston, no selling campaign is complete without the WBC station...

WBZ 4 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

RADIO — **BOSTON**, WBZ+WBZA; **PITTSBURGH**, KDKA; **CLEVELAND**, KYW; **FORT WAYNE**, WOWO; **CHICAGO**, WIND; **PORTLAND**, KEX.

TELEVISION — **BOSTON**, WBZ-TV; **PITTSBURGH**, KDKA-TV; **CLEVELAND**, KYW-TV; **SAN FRANCISCO**, KPIX.

WIND REPRESENTED BY A M RADIO SALES • KPIX REPRESENTED BY THE KATZ AGENCY, INC. • ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Opens the door to...

Population	5,878,035
TV Homes	1,507,149
Total Retail Sales	$6,990,637,700

The WBZ-TV market area is the major market in all New England. This industrially rich productive circle centers in Boston, the nation's 6th market—dominated by WBZ-TV, New England's first TV station.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MASS. METRO. AREAS — RETAIL SALES — SM ESTIMATES, 1956

Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Boston	18	3,864,632	2.0076	4,477	1.9809	112	113	985,802	304,514	619,183	296,938	173,328	555,792	170,883	178,435	124,742
Brockton	20	252,450	.1311	3,768	.1287	99	101	68,390	19,128	29,588	15,973	9,899	40,397	15,324	16,871	8,796
Fall River-New Bedford	48	410,829	.2134	3,426	.2193	93	91	105,900	29,667	36,033	38,174	23,615	63,939	23,268	20,983	13,362
Pittsfield	109	171,135	.0889	4,114	.0849	103	108	42,857	10,985	19,888	13,428	8,898	29,034	9,468	9,321	5,000
Springfield-Holyoke	142	602,034	.3127	4,294	.3089	107	109	133,281	40,388	85,421	44,286	31,112	96,867	28,866	44,820	20,727
Worcester	166	638,221	.3305	3,765	.3420	99	98	157,654	45,200	60,442	46,117	34,779	109,013	41,053	40,311	20,540
Total Above Areas		5,937,301	3.0842	4,238	3.0627	107	108	1,473,884	449,880	841,535	454,916	281,631	895,042	288,842	308,741	193,175

© SM, 1957.

Before using these figures, read foreword, page 11.

THE "MUST" RADIO BUY IN SPRINGFIELD-HOLYOKE

MUSIC-NEWS WINNER IN 1956 NIELSEN

WACE

CALL ANY BOLLING CO. OFFICE OR WACE LYceum 46654

730 KC — 1000 WATTS

TRI-CITY STUDIOS IN SPRINGFIELD-CHICOPEE-HOLYOKE

ADD OUR STAFF TO YOURS FOR SALES


BEYOND
THE BOSTON
15-MILE ZONE
35 key cities in New England account for
ONE THIRD
of all the Families
ONE THIRD
of the Effective Buying Income
25% of this potential is reached by the Boston Record-American alone . . . 5% by the Herald-Traveler; 3% by the Globe.
Get ALL of the New England Market
IN THE BOSTON
15-MILE ZONE
which accounts for 29% of the New England Market
The BOSTON
RECORD-AMERICAN
REACHES 48% OF ALL THE FAMILIES
the deepest penetration by any Boston newspaper . . . daily or Sunday.
BOSTON
RECORD-AMERICAN
First in Boston daily circulation for 18 consecutive years
REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

Sell Southwestern Michigan Where Its Sales Are Concentrated

BENTON HARBOR — ST. JOSEPH

Michigan's great Fruit Belt—with 50% of the state's crop—and 350 industrial plants make this area truly the state's "Gold Coast"—$392,417,000 buying power . . . $287,456,000 retail sales.

There's only one *pay-off* approach for newspaper advertisers to the market's big, juicy sales opportunities. Place your advertising in the only newspapers paralleling the market's main shopping currents (see table at right)—schedule the Benton Harbor News-Palladium and St. Joseph Herald-Press.

They saturate the city zone of both cities . . . and reach 11,700 additional outside families. One low rate, one plate give you *unduplicated* effective coverage of Michigan's "Gold Coast".

SHOPPERS PILE UP HUGE SALES PLUSES IN THESE MARKET CENTERS

Sales Production Index (100=Average Volume)

	Benton Harbor-St. Joseph Total	Benton Harbor	St. Joseph	Benton Harbor-St. Joseph
Income	$67,858,000			
Family Income	$6,113			
Retail Sales	73,348,000	196	159	182
Food	16,366,000	180	183	171
Genl. Mdse.	9,568,000	157	171	184
Apparel	6,355,000	282	173	244
Furn.-Hshld.	4,535,000	239	193	223
Automotive	12,688,000	213	125	135
Gasoline	4,577,000	173	173	173
Lumb.-Bldg. Materials	5,724,000	238	137	202
Drug	3,873,000	312	309	309

BENTON HARBOR NEWS-PALLADIUM — ST. JOSEPH HERALD-PRESS

Represented by E. A. Faulkner & Associates

MICHIGAN —

(Other East North Central States: Illinois, Indiana, Ohio, Wisconsin.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Map, page 442

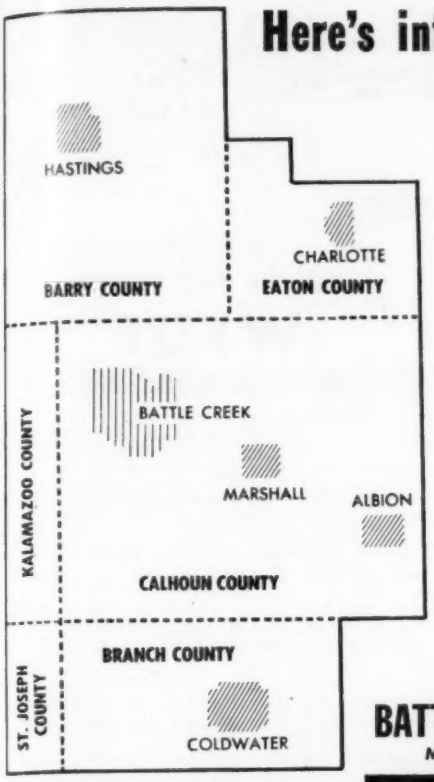
City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Adrian	Lenawee	24.7	279	41	39	26	32	19	22	36	20	5
Albion	Calhoun	12.7	139	21	31	4	15	11	11	16	11	4
Allen Park	Wayne	37.1	131	27	15	17	11	9	0	21	11	7
Alma	Gratiot	9.0	123	21	15	12	12	13	12	11	10	3
Alpena	Alpena	13.9	224	44	40	23	17	9	18	17	17	8
Ann Arbor	Washtenaw	50.9	523	67	85	40	71	42	28	61	17	21
Battle Creek	Calhoun	53.3*	665	124	112	48	69	40	33	88	28	30
Bay City	Bay	57.6	743	165	142	55	79	49	29	89	44	29
Benton Harbor	Berrien	22.6	385	59	63	20	41	37	27	38	25	14
Berkley	Oakland	23.5	163	31	23	22	11	10	1	21	13	5
Birmingham	Oakland	24.2	246	40	20	23	34	25	10	24	16	13
Cadillac	Wexford	11.8	167	33	14	14	17	18	10	17	13	6
Center Line	Macomb	10.2	98	19	24	7	2	3	8	20	7	2
Charlotte	Eaton	7.6	135	31	21	12	9	8	8	13	13	5
Coldwater	Branch	9.8	185	30	22	19	13	12	17	30	15	4
Dearborn	Wayne	130.2	1,023	202	237	78	92	67	44	128	39	44
Detroit	Wayne	1943.8	18023	4,449	4204	1416	1393	839	574	1674	693	773
East Detroit	Macomb	38.0	268	67	48	26	13	12	7	37	25	9
East Lansing	Ingham	26.9	95	9	9	9	14	2	5	19	5	7
Ecorse	Wayne	19.5	166	31	48	9	8	2	15	21	10	5
Escanaba	Delta	15.4	235	48	54	14	21	18	16	25	19	8
Fenton	Genesee	5.2	92	16	19	2	10	7	7	13	7	3
Ferndale	Oakland	34.3	290	62	38	22	31	27	13	34	16	12
Flint	Genesee	195.1	1,984	325	421	149	160	143	112	241	100	90
Garden City	Wayne	27.0	110	22	25	8	4	8	3	20	11	2
Grand Haven	Ottawa	10.4	165	25	25	13	13	13	14	12	19	5
Grand Rapids	Kent	189.4	2,295	438	364	216	181	159	120	255	136	111
Greenville	Montcalm	7.7	124	23	13	9	12	9	10	11	14	5
Grosse Pointe	Wayne	6.9	*	*	*	*	*	*	*	*	*	*
Grosse Pointe Park	Wayne	14.9	*	*	*	*	*	*	*	*	*	*
Grosse Pointe Woods	Wayne	19.7	*	*	*	*	*	*	*	*	*	*
Hamtramck	Wayne	42.8	506	137	127	24	72	31	7	25	17	16
Hastings	Barry	6.8	126	19	15	9	10	9	13	13	12	4
Hazel Park	Oakland	24.1	175	44	36	14	10	8	12	19	18	7
Highland Park	Wayne	46.6	417	91	87	24	49	21	17	30	15	18
Hillsdale	Hillsdale	7.7	141	18	18	12	10	18	13	15	10	4
Holland	Ottawa	16.7	298	49	33	21	40	24	21	36	24	8
Howell	Livingston	4.7	102	16	13	8	12	6	11	16	9	3
Inkster	Wayne	32.8	150	42	25	14	6	8	3	26	8	3
Ionia	Ionia	6.6	148	26	15	11	9	17	15	20	13	3
Iron Mountain	Dickinson	9.2	177	27	31	12	21	9	13	22	16	5
Ironwood	Gogebic	10.8	201	44	37	14	14	14	16	24	19	3
Ishpeming	Marquette	9.8	123	22	22	12	10	13	7	16	6	3

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Jackson	Jackson	54.6	744	135	162	30	67	40	46	88	38	32
Kalamazoo	Kalamazoo	80.0	883	151	142	54	92	59	41	110	46	37
Lansing	Ingham	102.9	1,094	208	197	63	104	60	62	135	69	53
Lapeer	Lapeer	6.9	124	17	14	5	11	10	8	20	14	5
Lincoln Park	Wayne	50.7	301	63	52	23	21	26	28	41	11	7
Livonia	Wayne	37.0	165	39	30	10	4	10	2	34	13	7
Ludington	Mason	9.9	162	40	26	8	16	15	8	15	12	4
Manistee	Manistee	9.1	164	35	29	7	12	10	10	21	9	5
Marquette	Marquette	18.5	192	49	31	11	15	12	8	24	14	5
Marshall	Calhoun	6.2	129	17	19	9	12	11	9	16	15	5
Menominee	Menominee	12.1	141	36	34	5	4	6	10	20	7	3
Midland	Midland	22.7	254	58	35	18	26	20	21	26	19	3
Monroe	Monroe	26.1	291	56	60	20	35	18	17	31	17	7
Mount Clemens	Macomb	20.9	353	70	68	29	37	16	28	45	18	8
Mount Pleasant	Isabella	12.9	163	29	35	11	17	11	19	25	16	4
Muskegon	Muskegon	50.5	727	157	105	45	59	45	58	86	54	27
Muskegon Heights	Muskegon	20.6	164	34	34	9	12	14	11	14	11	5
Niles	Berrien	15.2	210	39	41	12	16	15	16	27	13	5
Owosso	Shiawassee	17.2	232	42	28	15	25	15	18	35	18	6
Petoskey	Emmet	6.6	158	32	18	10	23	11	8	14	9	3
Plymouth	Wayne	8.1	140	32	20	8	12	11	8	21	13	5
Pontiac	Oakland	84.3	884	148	164	73	81	47	55	105	64	27
Port Huron	St. Clair	37.6	487	89	78	28	45	32	29	78	28	11
River Rouge	Wayne	21.8	202	66	38	11	22	4	10	13	10	8
Rochester	Oakland	5.2	102	19	19	3	10	9	7	13	8	4
Roseville	Macomb	37.3	175	40	25	16	8	12	8	25	9	8
Royal Oak	Oakland	69.0	547	103	72	64	46	38	32	67	32	17
Saginaw	Saginaw	99.2	1,110	242	195	81	122	64	53	96	74	43
Sault Ste. Marie	Chippewa	20.1	200	40	41	13	14	9	12	17	16	7
South Haven	Van Buren	6.4	111	24	14	4	14	6	15	11	7	3
Springfield Place Lake-view	Calhoun	17.0	*	*	*	*	*	*	*	*	*	*
St. Claire Shores	Macomb	57.8	242	50	49	25	11	12	10	26	21	7
St. Johns	Clinton	5.4	111	17	16	10	10	6	10	18	12	2
St. Joseph	Berrien	12.6	150	19	33	10	19	8	6	17	13	6
Sturgis	St. Joseph	9.0	140	23	23	8	17	10	8	17	9	5
Traverse City	Grand Traverse	18.7	295	56	39	25	29	18	25	31	24	11
Trenton	Wayne	9.7		15	20	7	4	8	6	12	5	5
Wayne	Wayne	12.6	238	62	43	21	16	15	14	30	8	6
Willow Run	Washtenaw	15.3										
Wyandotte	Wayne	40.3	521	133	87	33	47	38	34	60	22	20
Ypsilanti	Washtenaw	21.4	248	40	41	10	25	13	26	37	19	7

*Not Available.

© SM, 1957.

Before using these figures, read foreword, page 11.



A.B.C. RETAIL TRADING AREA

Here's information you should know about the

BATTLE CREEK
RETAIL TRADING AREA

This fast-growing mid-Michigan market consists of all or part of six counties. The sound economy of the area is the result of widely diversified industry and agriculture. It is an area that offers real sales opportunities! You can cover this market with just one advertising medium . . . the Enquirer and News. Over 51% of the families are Enquirer and News subscribers, and 95% of the newspaper's circulation is carrier delivered.

POPULATION	228,874
BUYING INCOME	$362,757,000
RETAIL SALES	$240,386,000
FOOD SALES	$ 59,234,000
DRUG SALES	$ 9,105,000
AUTOMOTIVE SALES	$ 47,008,000

BATTLE CREEK
MICHIGAN
Cereal Food Capital of the World

ENQUIRER AND NEWS
Member of Federated Publications

REPRESENTED NATIONALLY BY
SAWYER-FERGUSON-WALKER COMPANY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MICHIGAN COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Alcona		5.8	.0035	1.0		5,120	.0018	883	5,120	1.6	3,114	43.4	21.1	36.0	39.4	17.3	29.3	2.7	7.1	.6	3.1
Alger		9.4	.0055	2.7	4.2	11,674	.0042	1,242	4,324	3.0	3,852	35.9	14.1	30.4	26.9	26.2	35.8	5.4	11.6	2.1	11.6
Allegan		52.0	.0308	15.6	12.9	67,162	.0236	1,292	4,305	15.6	4,303	30.4	10.7	27.5	21.8	32.9	40.2	6.2	12.0	3.0	15.3
Alpena		23.5	.0140	6.7	13.9	28,726	.0102	1,222	4,287	7.2	3,990	33.1	12.5	27.0	23.2	32.6	43.0	5.3	10.9	2.0	10.4
Alpena		13.9	.0082	4.0		20,066	.0071	1,444	5,017	4.7	4,257	29.5	10.5	25.9	20.8	36.1	44.6	6.0	11.7	2.5	12.4
Antrim		11.1	.0065	3.3		10,153	.0035	915	3,077	3.3	3,088	46.0	22.5	34.3	37.9	16.5	28.2	2.2	8.9	1.0	5.5
Arenac		10.0	.0060	2.8		10,598	.0038	1,060	3,785	3.0	3,494	40.6	17.6	31.8	31.0	21.8	32.9	4.3	10.2	1.5	8.3
Baraga		7.8	.0046	2.3		7,501	.0026	962	3,261	2.4	3,122	43.8	21.2	35.0	38.2	18.2	30.7	2.3	6.2	.7	3.7
Barry		29.7	.0176	9.2	6.8	39,683	.0140	1,338	4,313	9.7	4,091	33.4	12.3	28.2	23.5	29.5	38.0	6.4	13.0	2.5	13.2
Hastings		6.8	.0040	2.2		11,906	.0042	1,751	5,412	2.5	4,822	27.1	8.5	26.0	18.4	33.5	36.6	8.9	15.3	4.5	21.2
Bay	14	100.3	.0594	28.7	63.6	154,431	.0544	1,540	5,381	30.3	5,103	21.7	6.4	23.8	16.0	40.0	41.2	10.0	16.3	4.5	20.1
▲Bay City		57.6	.0341	17.1		97,890	.0345	1,699	5,725	18.7	5,228	21.2	6.1	23.4	15.3	40.0	40.3	10.5	16.6	4.9	21.7
Benzie		8.1	.0048	2.4		8,157	.0029	1,007	3,399	2.4	3,366	40.4	18.1	31.1	31.6	24.7	38.6	2.9	7.1	.9	4.6
Berrien		140.9	.0835	43.5	70.5	220,497	.0777	1,565	5,069	46.6	4,732	26.4	8.4	25.4	18.4	35.4	39.3	9.0	15.8	3.8	18.1
Benton Harbor-St. Joseph		*55.2*	*.0809*	*11.1*		*67,858*	*.0839*	*1,928*	*6,115*												
Benton Harbor		22.6	.0134	7.1		40,064	.0141	1,773	5,643	8.6	4,654	26.6	8.6	26.1	19.2	34.9	39.4	8.9	15.9	3.5	16.9
Niles		15.2	.0090	4.9		28,565	.0101	1,879	5,830	5.3	5,350	20.3	5.7	22.3	14.3	40.1	39.4	12.3	19.0	5.0	21.6
St. Joseph		12.6	.0075	4.0		27,794	.0098	2,206	6,949	4.9	5,703	21.0	5.6	22.6	13.4	37.1	34.2	12.4	18.1	6.9	28.7
Branch		34.4	.0203	10.1	9.8	44,957	.0158	1,307	4,451	10.7	4,188	33.2	12.0	30.0	24.4	27.1	34.1	6.6	13.1	3.1	16.4
Coldwater		9.8	.0058	3.2		15,719	.0055	1,604	4,912	3.4	4,633	28.0	9.1	29.8	22.0	30.1	34.2	7.9	14.1	4.2	20.6
Calhoun	178	142.3	.0843	41.7	105.5	242,513	.0856	1,704	5,816	51.4	4,722	27.2	8.7	23.4	16.9	36.1	40.2	9.7	17.0	3.6	17.2
△Battle Creek		53.3	.0316	16.7		101,875	.0359	1,911	6,100	20.8	4,888	24.4	7.5	24.0	16.8	37.1	39.9	10.7	18.1	3.8	17.7
Albion		12.7	.0075	3.6		21,007	.0074	1,654	5,835	5.3	3,967	39.4	15.0	23.7	20.4	28.4	37.6	5.8	12.2	2.7	14.8
Springfield Place Lakeview		17.0	.0101	5.1		31,634	.0111	1,861	6,203	5.4	5,809	17.8	4.6	18.4	10.9	43.9	39.8	13.6	19.3	6.3	25.4
Marshall		6.2	.0037	2.1		9,578	.0034	1,545	4,561	2.1	4,668	26.3	8.5	26.4	19.4	35.4	39.9	8.2	14.5	3.7	17.7
Cass		34.0	.0202	10.7	8.0	44,781	.0158	1,317	4,185	11.2	3,995	33.9	12.8	28.0	24.0	29.2	38.4	6.8	14.1	2.1	10.7
Charlevoix		13.7	.0081	3.9	6.0	13,423	.0047	980	3,443	4.2	3,233	43.9	20.5	32.5	34.3	19.5	31.7	3.1	8.0	1.0	5.5
Cheboygan		12.9	.0076	3.7	5.5	11,759	.0041	912	3,178	3.7	3,139	47.0	22.7	31.3	34.0	17.4	29.2	3.3	8.6	1.0	5.5
Chippewa		31.1	.0185	8.7	20.1	38,984	.0138	1,254	4,481	9.3	4,179	29.8	10.8	29.5	24.2	31.8	40.0	6.5	12.9	2.4	12.1
Sault Ste. Marie		20.1	.0119	5.6		28,632	.0101	1,424	5,113	6.4	4,498	25.6	8.6	28.5	21.6	35.4	41.4	7.6	14.1	2.9	14.3
Clare		11.9	.0070	3.5		14,248	.0050	1,197	4,070	3.8	3,735	38.3	15.5	28.1	25.7	26.6	37.5	5.2	11.5	1.8	9.8
Clinton		34.8	.0206	9.8	7.1	44,055	.0155	1,266	4,495	10.5	4,193	29.8	10.8	27.7	22.4	33.5	42.1	6.7	13.3	2.3	11.4
St. Johns		5.4	.0032	1.7		8,858	.0031	1,640	5,211	1.8	4,798	25.5	8.0	25.1	17.9	37.0	40.6	8.3	14.4	4.1	19.1
Crawford		4.1	.0025	1.2		3,890	.0014	949	3,242	1.2	3,356	35.3	15.9	37.8	38.5	23.5	36.8	3.1	7.7	.3	1.1

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



NEW REACH for the present NCS #2 leader

new
5 Kw Power
for Northeast Michigan

FLINT . . . plus all
of the Saginaw Valley
and Thumb Area

call the Katz Agency
WFDF
NBC affiliate in Flint, Mich.

MICHIGAN

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Delta		32.3	.0191	9.4	20.0	37,353	.0131	1,156	3,974	9.9	3,773	34.5	13.8	32.2	29.2	27.0	37.7	4.5	9.9	1.8	9.4
Escanaba		15.4	.0091	4.6		21,238	.0075	1,379	4,617	5.2	4,075	29.9	11.1	30.6	25.6	32.1	41.4	5.2	10.7	2.2	11.2
Dickinson		23.7	.0140	7.4	17.6	29,004	.0103	1,224	3,919	7.6	3,821	29.6	11.7	36.8	32.9	27.8	38.3	4.2	9.1	1.6	8.0
Iron Mountain-Kingsford		*14.1*	*.0084*	*4.2*		*19,475*	*.0069*	*1,381*	*4,636*												
Iron Mountain		9.2	.0055	2.7		12,820	.0045	1,393	4,748	3.2	4,026	27.9	10.5	36.5	31.0	28.4	37.1	5.1	10.4	2.1	11.0
Eaton		45.1	.0268	13.7	17.2	62,376	.0219	1,383	4,553	14.1	4,418	29.5	10.1	26.3	20.3	33.9	40.4	7.1	13.4	3.2	15.8
Charlotte		7.6	.0045	2.3		12,888	.0045	1,696	5,603	2.8	4,565	27.6	9.1	27.6	20.8	33.8	38.9	7.3	13.2	3.7	18.0
Emmet		16.9	.0100	4.8	6.8	20,061	.0071	1,187	4,179	5.4	3,736	39.9	16.2	30.6	28.0	22.4	31.6	4.4	9.8	2.5	14.4
Petoskey		6.8	.0040	2.1		9,700	.0034	1,426	4,619	2.3	4,292	32.9	11.6	28.0	22.3	28.6	35.1	7.2	13.8	3.3	17.2
Genesee	49	342.5	.2029	100.9	255.0	674,580	.2377	1,970	6,686	111.1	6,073	14.8	3.7	16.4	9.2	47.1	40.8	15.1	20.6	6.6	25.7
▲Flint		195.1	.1156	58.5		419,331	.1478	2,149	7,168	67.7	6,195	14.9	3.6	16.4	9.1	46.0	39.1	15.5	20.7	7.2	27.5
Fenton		5.2	.0031	1.6		9,732	.0034	1,872	6,083	1.8	5,539	18.0	4.9	19.8	12.2	43.5	41.3	13.6	20.4	5.1	21.2
Gladwin		9.1	.0054	2.5		8,813	.0031	968	3,525	2.7	3,308	44.4	20.3	27.0	27.8	24.8	39.5	2.8	7.1	1.0	5.3
Gogebic		26.2	.0155	8.0	17.8	31,454	.0111	1,201	3,932	8.3	3,806	31.8	12.8	33.0	29.7	29.2	40.3	4.5	9.9	1.5	7.5
Ironwood		10.8	.0064	3.3		14,365	.0051	1,330	4,353	3.5	4,074	29.4	10.9	30.3	25.5	32.2	41.5	6.1	12.4	2.0	9.7
Grand Traverse		32.3	.0191	8.7	18.7	39,794	.0140	1,232	4,574	9.4	4,256	32.9	11.7	30.8	24.7	26.7	33.0	6.0	11.7	3.6	18.9
Traverse City		18.7	.0111	4.7		23,806	.0084	1,273	5,065	5.4	4,389	31.9	11.0	29.2	22.7	28.2	33.8	6.9	13.1	3.8	19.4
Gratiot		34.8	.0206	10.2	12.5	41,778	.0147	1,201	4,096	10.9	3,832	35.1	13.8	31.3	27.9	26.4	38.3	5.2	11.3	2.0	10.7
Alma		9.0	.0053	2.7		13,504	.0048	1,500	5,001	3.4	3,998	34.7	13.1	28.9	24.8	29.0	38.1	4.8	10.0	2.6	14.0
Hillsdale		40.1	.0238	12.3	7.7	48,605	.0172	1,212	3,952	13.3	3,652	40.6	16.8	28.1	26.3	24.6	35.4	4.8	10.8	1.9	10.7
Hillsdale		7.7	.0046	2.5		13,154	.0046	1,708	5,262	3.2	4,099	37.8	13.9	24.3	20.3	28.6	36.7	6.2	12.5	3.1	16.6
Houghton		36.1	.0214	10.9	11.2	40,391	.0142	1,119	3,706	12.2	3,299	43.3	19.9	34.5	35.7	17.6	28.1	3.1	7.7	1.5	8.6
Huron		33.9	.0200	9.3	3.1	37,937	.0134	1,119	4,079	9.5	3,998	36.5	13.8	30.9	26.4	23.7	31.2	5.9	12.2	3.0	16.4
Ingham	76	206.4	.1235	61.4	163.4	421,643	.1495	2,023	6,867	78.3	5,387	24.9	7.0	20.1	12.8	36.7	35.8	12.4	19.0	5.9	25.4
▲Lansing		102.9	.0610	32.4		220,139	.0776	2,139	6,794	37.3	5,903	16.8	4.3	19.7	11.4	42.3	37.7	14.6	20.5	6.6	26.1
East Lansing		26.9	.0159	4.9		74,410	.0262	2,766	15,180	16.9	4,401	45.9	15.8	19.2	14.9	21.1	25.2	8.4	15.8	5.4	28.3
Ionia		40.2	.0238	11.4	14.5	46,388	.0164	1,154	4,069	12.0	3,862	35.0	13.7	29.4	25.9	27.9	38.1	5.8	12.5	1.9	9.8
Ionia		6.6	.0039	2.2		10,625	.0037	1,610	4,830	2.5	4,288	29.3	10.3	27.7	22.0	32.3	39.7	8.3	16.0	2.4	12.0
Iosco		12.8	.0078	3.9		14,998	.0053	1,172	3,848	3.8	3,897	39.3	15.8	26.0	23.3	26.1	36.8	4.3	9.4	2.3	12.9
Iron		18.1	.0107	5.5	4.2	23,656	.0083	1,307	4,301	6.1	3,875	32.8	12.8	28.7	25.4	32.1	43.5	4.8	10.2	1.6	8.1
Isabella		30.3	.0180	8.2	12.9	40,820	.0144	1,347	4,978	10.4	3,937	38.4	14.8	27.2	23.7	25.6	34.1	6.1	12.8	2.7	14.6
Mount Pleasant		12.9	.0076	3.4		22,903	.0081	1,775	6,736	5.6	4,088	40.9	15.1	24.4	20.5	24.4	31.4	6.7	13.6	3.6	19.4
Jackson	67	123.1	.0729	36.0	70.5	202,797	.0715	1,647	5,633	49.2	5,047	23.9	7.2	23.2	15.8	37.6	39.2	10.7	17.5	4.5	20.3
▲Jackson		54.6	.0323	17.3		107,337	.0378	1,966	6,204	20.3	5,286	24.1	6.9	21.8	14.1	37.2	37.0	11.4	17.9	5.5	24.1
Kalamazoo	71	152.9	.0906	45.8	165.8	273,834	.0964	1,791	5,979	53.0	5,166	23.8	7.0	23.2	15.3	37.1	37.8	10.8	17.3	5.1	22.6
▲Kalamazoo		80.0	.0474	23.9		157,170	.0554	1,965	6,576	31.1	5,053	25.8	7.7	23.7	16.0	35.3	36.8	10.2	16.7	5.0	22.8
Kalkaska		4.3	.0025	1.2		3,797	.0013	882	3,089	1.2	2,985	50.5	25.6	29.1	33.3	17.3	30.5	2.4	6.7	.7	3.9
Kent	56	330.3	.1957	100.9	259.4	600,473	.2116	1,818	5,951	111.1	5,405	21.6	6.1	21.7	13.8	39.2	38.1	11.6	17.8	5.7	24.2
▲Grand Rapids		189.4	.1122	59.1		362,114	.1276	1,912	6,127	68.1	5,319	22.5	6.4	21.9	14.1	38.7	38.2	11.5	18.0	5.4	23.3
Keweenaw		2.3	.0014	.7		2,321	.0009	1,009	3,316	.7	3,224	41.4	19.4	41.0	43.3	14.3	23.4	1.8	4.7	1.5	9.2
Lake		5.2	.0030	1.6		4,642	.0016	893	2,901	1.6	2,932	52.6	27.1	27.1	31.7	16.6	29.7	3.2	8.9	.5	2.6
Lapeer		42.2	.0250	10.7	6.9	47,133	.0188	1,117	4,405	11.0	4,304	30.7	10.8	29.2	23.1	30.2	36.9	6.8	13.1	3.1	16.1
Lapeer		6.9	.0041	1.6		8,338	.0029	1,208	5,211	1.8	4,524	29.5	9.8	26.8	20.2	32.2	37.5	7.9	14.5	3.6	18.0
Leelanau		9.0	.0054	2.5		11,002	.0039	1,222	4,401	2.8	3,949	35.4	13.5	34.2	29.5	22.7	30.3	4.7	9.9	3.0	16.8
Lenawee		75.0	.0444	22.3	32.4	117,386	.0413	1,565	5,264	25.1	4,682	27.2	8.8	25.1	18.3	35.5	39.9	8.4	14.9	3.8	18.1
Adrian		24.7	.0146	7.5		46,364	.0163	1,877	6,182	9.5	4,859	25.6	8.0	24.4	17.2	36.5	39.5	9.3	15.8	4.2	19.5
Livingston		31.4	.0186	9.2	4.7	48,259	.0170	1,537	5,248	9.7	4,991	25.5	7.7	26.1	17.8	34.1	38.0	9.3	15.5	5.0	23.0
Howell		4.7	.0028	1.4		8,645	.0030	1,839	6,175	1.6	5,370	21.5	6.0	25.9	16.6	37.5	36.7	8.9	13.7	6.2	27.0
Luce		3.1	.0048	1.6	2.9	7,521	.0027	929	4,701	1.9	3,863	32.2	12.6	35.7	31.5	23.8	32.4	6.5	13.9	1.8	9.6
Mackinac		8.9	.0053	2.6	2.9	9,154	.0032	1,029	3,521	2.7	3,441	39.7	17.5	33.1	32.9	22.9	34.9	2.8	6.7	1.5	8.0
Macomb	41	270.8	.1603	74.5	209.1	464,445	.1637	1,716	6,234	80.7	5,756	15.8	4.2	18.7	11.0	45.6	41.7	14.3	20.8	5.6	22.5
Mount Clemens		20.9	.0124	5.9		37,216	.0131	1,781	6,308	7.1	5,244	21.1	6.1	21.7	14.1	41.3	41.4	11.2	17.8	4.7	20.6
East Detroit		36.0	.0213	9.3		62,014	.0219	1,723	6,668	9.9	6,280	10.8	2.6	15.0	8.2	50.0	41.9	17.8	23.5	6.4	23.8
Roseville		37.3	.0221	9.8		62,168	.0219	1,667	6,344	10.9	5,705	14.4	3.8	19.7	11.8	46.8	43.1	13.9	20.2	5.2	21.1
St. Clair Shores		57.8	.0342	15.8		102,156	.0360	1,767	6,466	16.8	6,088	14.3	3.5	17.1	9.6	46.0	39.8	16.1	21.9	6.5	25.2
Center Line		10.2	.0060	2.5		17,798	.0063	1,745	7,119	2.7	6,661	8.5	1.9	11.2	5.8	55.3	43.7	17.5	21.8	7.5	26.8

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

You Might Shoot An Arrow 774 Yards—*

BUT . . .

YOU NEED
THE FETZER STATIONS
TO BREAK RECORDS
IN WESTERN
MICHIGAN!



Nielsen NCS No. 2
November, 1956

Station	Total TV Homes In Area	Monthly Homes Reached	DAYTIME Daily NCS Circ.	NIGHTTIME Daily NCS Circ.
WKZO-TV	633,120	489,170	292,720	378,080
Station B	512,980	372,000	203,170	278,660

Nielsen NCS No. 2
November, 1956

Station	Radio Homes In Area	Monthly Homes Reached	DAYTIME Weekly NCS Circ.	DAYTIME Daily NCS Circ.
WKZO	208,450	107,490	95,520	67,470
Station B	106,570	43,420	38,670	25,630

WKZO-TV

WKZO-TV delivers more viewers nighttime daily than the second station delivers monthly—day or night!

November, 1956 Nielsen figures, left, show that WKZO-TV is the top buy in one of America's top 20 television markets. It serves over 600,000 television families in 29 Western Michigan and Northern Indiana counties.

WKZO RADIO

WKZO delivers over 2½ times as many Western Michigan radio homes as the nearest competing station, according to Nielsen, and has almost twice the share of audience according to Pulse.

November, 1956, Nielsen figures, left, show that WKZO delivers 56% more homes *daily* than the second station can deliver *monthly!*

WJEF RADIO

Radio ratings in the Grand Rapids area over the past ten years have consistently shown WJEF leading the pack.

WJEF gets the biggest share of the Metropolitan Grand Rapids radio audience, *morning, noon* and *night.* And it becomes an even better buy in Western Michigan in combination with WKZO!

Ask your Avery-Knodel man for all the facts.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WJEF
FOR GRAND RAPIDS AND KENT COUNTY
(CBS RADIO)

WKZO-TV
FOR KALAMAZOO, GRAND RAPIDS AND WESTERN MICHIGAN
(CBS-TV BASIC)

WKZO
FOR KALAMAZOO, BATTLE CREEK AND WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

* *Charles Pierson set this record in 1955.*



MICHIGAN COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME—SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Manistee		20.8	.0123	6.4	9.1	23,787	.0084	1,144	3,717	6.7	3,575	37.2	15.7	31.4	30.1	26.3	38.6	3.7	8.6	1.4	7.0
Manistee		9.1	.0054	2.9		12,020	.0042	1,321	4,145	3.1	3,914	31.1	12.0	31.1	27.1	31.3	42.1	4.7	9.9	1.8	8.9
Marquette		52.7	.0312	15.0	27.0	68,700	.0242	1,304	4,580	16.4	4,192	30.1	10.9	28.7	23.3	33.1	41.6	5.5	10.8	2.6	13.4
Marquette		18.5	.0110	4.9		25,412	.0090	1,374	5,186	5.7	4,444	30.6	10.4	26.5	20.4	32.3	38.2	7.0	13.1	3.6	17.9
Ishpeming		9.8	.0058	3.0		14,145	.0050	1,443	4,715	3.2	4,461	24.8	8.4	28.2	21.6	38.0	44.8	6.2	11.5	2.8	13.7
Mason		20.9	.0124	6.5	9.9	26,573	.0093	1,271	4,088	7.0	3,811	35.6	14.1	30.3	27.2	27.4	37.8	4.7	10.3	2.0	10.6
Ludington		9.9	.0059	3.2		14,328	.0050	1,447	4,475	3.5	4,122	30.2	11.1	29.6	24.5	32.5	41.5	5.3	10.6	2.4	12.3
Mecosta		18.2	.0108	5.6	6.7	20,377	.0072	1,120	3,639	6.2	3,268	46.5	21.5	30.2	31.6	18.1	29.1	3.8	9.6	1.4	8.2
Menominee		27.4	.0162	7.9	12.1	32,252	.0114	1,177	4,083	8.4	3,550	34.9	13.7	32.6	29.0	25.1	34.3	5.2	11.1	2.2	11.9
Menominee		12.1	.0072	3.5		17,867	.0063	1,477	5,105	3.9	4,530	24.8	8.3	31.2	23.5	32.7	38.0	8.2	14.9	3.1	15.3
Midland		42.7	.0253	11.9	22.7	66,759	.0235	1,563	5,610	12.2	5,466	20.5	5.7	18.1	11.3	43.7	42.0	12.5	18.9	5.2	22.1
Midland		22.7	.0134	6.4		41,743	.0147	1,839	6,522	7.0	5,925	18.4	4.7	16.4	9.5	44.1	39.2	14.4	20.1	6.7	26.5
Missaukee		7.7	.0046	2.1		7,453	.0026	968	3,549	2.2	3,380	39.4	17.7	34.1	34.6	22.6	35.4	3.0	7.5	.9	4.8
Monroe		90.9	.0538	25.8	28.7	139,021	.0490	1,529	5,388	26.7	5,206	21.8	6.3	21.7	14.3	40.0	40.4	11.9	18.9	4.6	20.1
Monroe		26.1	.0155	7.5		50,909	.0179	1,951	6,788	8.9	5,695	20.8	5.5	19.8	11.8	39.6	38.6	13.4	19.5	6.4	26.6
Montcalm		33.7	.0200	10.6	7.7	42,949	.0151	1,274	4,052	11.6	3,715	37.1	15.1	30.9	28.4	24.9	35.1	5.4	12.0	1.7	9.2
Greenville		7.7	.0046	2.6		12,828	.0045	1,666	4,934	3.0	4,346	27.1	9.4	29.9	23.5	33.2	40.2	7.1	13.6	2.7	13.3
Montmorency		4.5	.0026	1.2		4,559	.0016	1,013	3,799	1.4	3,195	50.9	24.1	28.8	30.9	15.6	25.7	2.7	6.9	2.0	12.4

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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Before using these figures, read foreword, page 11.



650,000 more people!

220,000 more homes!

1 billion dollars more business!

That's Detroit's 6-Year Growth Story...

The Detroit Standard Metropolitan Area is one of the fastest growing major metropolitan markets in the U.S. Since 1950, its population has increased by 650,000 . . . . its homes by 220,000. This means BUSINESS!

The bulk of this growth has been in Detroit's immediate suburbs, where big, busy shopping centers have sprung up to provide for the needs of these new households.

To attract business, Detroit stores place more linage in The Detroit NEWS than in both other newspapers combined. In the retail trading area, where 98% of all retail business originates, THE NEWS delivers 85,255 more copies weekdays and 174,717 Sundays than the morning paper; 70,253 more weekdays and 134,179 more Sundays than the other evening paper. *Nothing sells Detroit like THE NEWS!*

The Detroit News

THE HOME NEWSPAPER

DETROIT MEANS BUSINESS

WEEKDAY CIRCULATION 453,579 • SUNDAY CIRCULATION 566,471

Eastern Office... 260 Madison Ave., New York
Pacific Office.... 785 Market St., San Francisco
Chicago Office... 435 N. Michigan Ave., Tribune Tower
Miami Beach.... The Leonard Co., 311 Lincoln Road

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Let The GILL-PERNA Man
Prove To You_____

LOWEST COST-PER-THOUSAND RESULTS

Belong To The
"Address Of The BIG Shows"

WKNX-TV

LAKE HURON BROADCASTING CORPORATION

207,000 WATTS ERP
CHANNEL 57
SAGINAW, MICHIGAN

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

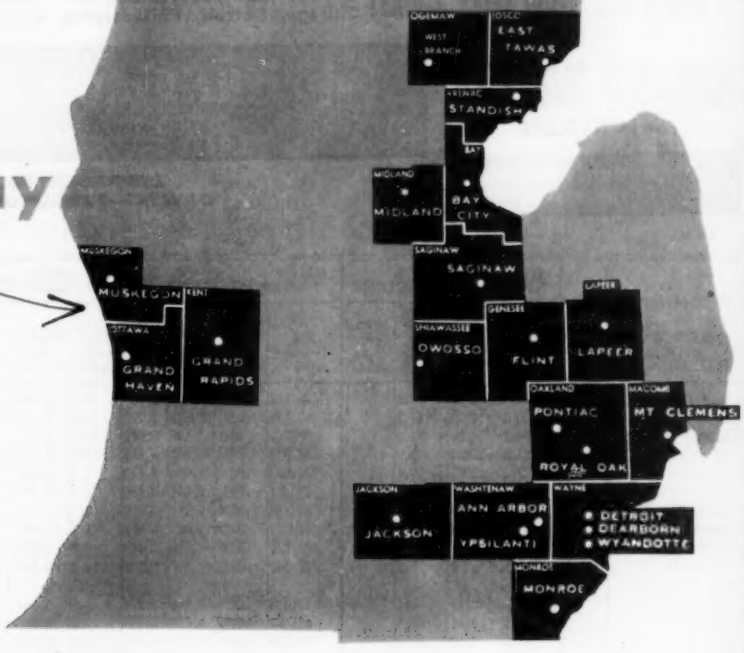
MICHIGAN COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Muskegon	234	142.5	.0845	42.3	99.3	216,812	.0764	1,521	5,126	46.0	4,718	24.1	7.7	26.4	19.1	37.6	41.9	8.4	14.8	3.5	16.5
△Muskegon		50.5	.0299	15.7		84,858	.0299	1,680	5,405	17.8	4,776	24.7	7.8	25.3	18.1	37.2	41.0	9.1	15.8	3.7	17.3
Muskegon Heights		20.6	.0122	5.8		32,821	.0116	1,593	5,659	6.9	4,759	22.6	7.2	26.7	19.1	38.8	42.9	8.5	14.8	3.4	16.0
Newaygo		23.1	.0136	6.8	3.3	26,499	.0094	1,147	3,897	6.8	3,889	35.1	13.7	29.5	26.1	27.8	37.8	5.6	11.9	2.0	10.5
Oakland	41	577.0	.3423	164.6	405.5	1,169,911	.4122	2,025	7,108	175.6	6,664	14.2	3.2	16.8	8.6	43.8	34.6	16.0	20.0	9.2	33.6
◊Pontiac		84.3	.0499	23.5		163,444	.0576	1,939	6,955	28.6	5,705	17.6	4.7	20.0	12.0	43.3	39.9	13.1	19.1	6.0	24.3
Royal Oak		69.0	.0409	19.4		149,751	.0528	2,170	7,719	20.6	7,272	11.2	2.3	13.7	6.4	44.9	32.5	19.4	22.2	10.8	36.6
Ferndale		34.3	.0203	9.7		71,015	.0250	2,070	7,321	10.4	6,811	10.3	2.3	13.8	6.9	47.7	36.8	19.8	24.2	8.4	29.8
Birmingham		24.2	.0143	7.5		74,852	.0264	3,093	9,980	7.8	9,606	13.2	2.1	13.5	4.8	33.9	18.5	18.2	15.7	21.2	58.9
Hazel Park		24.1	.0143	6.5		45,318	.0160	1,880	6,972	7.2	6,260	10.9	2.6	16.5	9.0	50.2	42.2	15.7	20.8	6.7	25.4
Berkley		23.5	.0139	6.1		40,361	.0174	2,100	8,002	6.9	7,168	8.5	1.8	12.5	6.0	49.0	35.9	20.4	23.6	9.6	32.7
Rochester		5.2	.0031	1.6		9,956	.0035	1,915	6,223	1.8	5,432	19.4	5.4	19.2	12.1	43.8	42.4	12.7	19.3	4.9	20.8
Oceana		17.8	.0106	5.1		17,968	.0064	1,009	3,523	5.1	3,501	41.0	17.7	32.6	31.7	20.9	31.4	3.7	8.8	1.8	10.4
Ogemaw		9.7	.0057	2.7		9,132	.0032	941	3,382	2.8	3,320	46.1	21.0	29.7	30.5	19.0	30.2	3.8	9.0	1.8	9.3
Ontonagon		10.1	.0060	2.9		10,070	.0035	997	3,472	3.1	3,272	42.7	19.7	35.6	37.1	17.7	28.5	2.6	6.7	1.4	8.0
Osceola		14.9	.0098	4.1		14,337	.0051	962	3,497	4.1	3,482	43.3	18.8	28.9	28.3	21.8	32.9	4.3	10.2	1.7	9.8
Oscoda		3.7	.0022	1.0		3,089	.0011	835	3,089	1.1	2,795	51.8	28.0	32.5	39.8	13.7	25.7	1.7	5.1	.3	1.4
Otsego		6.4	.0038	1.7		6,098	.0021	953	3,587	1.8	3,358	39.5	17.8	35.3	35.9	21.3	33.3	2.7	6.7	1.2	6.3
Ottawa		86.1	.0510	25.4	36.3	123,216	.0434	1,431	4,851	26.2	4,707	24.5	7.9	27.6	20.0	36.1	40.4	8.1	14.2	3.7	17.5
Holland		16.7	.0099	5.0		25,648	.0090	1,536	5,130	5.7	4,475	29.6	10.0	25.8	19.7	33.2	39.0	8.1	15.1	3.3	16.2
Grand Haven		10.4	.0062	3.2		18,821	.0066	1,810	5,882	3.6	5,246	19.9	5.7	25.7	16.8	38.9	39.0	10.5	16.5	5.0	22.0
Presque Isle		11.8	.0070	2.9	3.9	11,270	.0040	955	3,886	3.0	3,740	38.9	15.7	25.6	23.4	28.7	40.4	5.0	11.1	1.8	9.4
Roscommon		8.0	.0047	2.6		10,197	.0036	1,275	3,922	2.9	3,563	41.3	17.5	30.7	29.6	21.8	32.1	4.2	9.7	2.0	11.1
Saginaw	122	180.3	.1069	52.0	120.0	296,287	.1044	1,643	5,698	56.8	5,215	21.3	6.2	22.1	14.4	40.7	41.1	11.2	17.8	4.7	20.5
▲Saginaw		99.2	.0588	29.0		179,468	.0632	1,809	6,189	33.4	5,369	20.4	5.8	21.4	13.6	41.1	40.2	12.0	18.5	5.1	21.9
St. Clair	244	105.3	.0623	31.4	56.5	161,069	.0567	1,530	5,130	33.3	4,841	25.3	7.9	24.2	17.1	37.3	40.5	9.2	15.8	4.0	18.7
△Port Huron		37.6	.0223	11.4		64,252	.0226	1,709	5,636	12.7	5,063	23.2	6.9	23.0	15.5	39.1	40.6	10.2	16.8	4.5	20.2
St. Joseph		38.3	.0227	12.4	16.7	55,978	.0198	1,462	4,514	12.8	4,389	29.9	10.3	28.2	21.9	31.1	37.3	7.6	14.4	3.2	16.1
Sturgis		9.0	.0053	2.8		16,317	.0057	1,813	5,828	3.1	5,195	22.0	6.4	26.7	17.5	36.0	36.5	10.0	16.0	5.3	23.6
Sanilac		31.6	.0187	9.3		37,610	.0132	1,190	4,044	9.7	3,882	37.0	14.4	30.1	26.5	24.2	32.8	6.3	13.4	2.4	12.9
Schoolcraft		8.9	.0053	2.5	5.0	9,680	.0034	1,088	3,872	2.7	3,550	37.8	16.1	32.9	31.6	24.2	35.9	3.6	8.5	1.5	7.9
Shiawassee		50.0	.0296	15.1	21.1	75,286	.0266	1,505	4,985	16.1	4,685	25.9	8.4	26.1	19.0	35.9	40.4	8.4	14.8	3.7	17.4
Owosso		17.2	.0102	5.5		30,487	.0107	1,773	5,543	6.1	5,004	24.4	7.4	25.7	17.5	36.3	38.2	8.7	14.4	4.9	22.5
Tuscola		41.6	.0247	11.7	6.6	50,414	.0177	1,212	4,309	12.5	4,041	35.4	13.2	30.3	25.7	24.6	32.0	6.9	14.2	2.8	14.9
Van Buren		43.7	.0259	14.1	6.4	59,977	.0212	1,372	4,254	15.2	3,948	38.1	13.8	30.1	26.1	25.2	34.9	4.9	10.2	2.7	15.0
South Haven		6.4	.0038	2.2		10,464	.0037	1,635	4,756	2.3	4,567	31.2	10.3	29.9	22.4	27.7	31.9	6.5	11.8	4.7	23.6
Washtenaw	172	159.8	.0946	42.6	52.3	286,191	.1008	1,791	6,716	64.9	4,410	38.8	12.6	23.7	18.4	27.0	32.2	8.4	15.7	4.1	21.1
△Ann Arbor		50.9	.0302	12.6		141,764	.0500	2,785	11,251	29.1	4,869	46.1	31.1	22.0	15.4	20.6	22.3	7.2	12.3	4.1	18.9
Ypsilanti		21.4	.0127	5.8		40,764	.0144	1,905	7,028	8.9	4,562	35.3	11.7	23.2	17.3	28.2	32.6	8.8	16.1	4.5	22.3
Willow Run		15.3	.0091	4.1		18,430	.0065	1,206	4,497	4.3	4,326	20.9	7.3	33.6	26.4	37.0	45.0	6.7	12.9	1.8	8.4
Wayne	41	2777.5	1.6454	800.6	2704.0	5,962,018	2.1008	2,147	7,447	953.6	6,252	16.3	4.0	19.1	10.4	41.4	34.8	15.2	20.2	8.0	30.6
▲Detroit		1943.8	1.1515	551.3		4,217,120	1.4880	2,170	7,649	687.1	6,137	17.2	4.2	19.5	10.9	40.6	34.8	15.0	20.2	7.7	29.9
Dearborn		130.2	.0771	37.3		303,695	.1070	2,333	8,142	42.2	7,197	10.7	2.3	14.1	6.7	45.2	33.0	19.6	22.6	10.4	35.4
Highland Park		46.6	.0276	14.7		118,887	.0419	2,551	8,088	19.9	5,982	17.1	4.3	21.5	12.4	40.5	35.7	13.7	19.0	7.2	28.6

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

SELL ¾ OF MICHIGAN

the pocketbook areas

for only
$201 per day



MICHIGAN IS MOTORDOM . . . THE MARKET ON WHEELS

$6,022 will buy you #50 showings of poster advertising space for a full 30 days in 53 key Michigan markets . . . comprised of 118 separate cities and towns.

In one of the most highly motorized areas in America where Outdoor Advertising is a "natural" you'll get a continuous highly localized selling compaign of 164 panels in 18 of Michigan's 83 counties which account for nearly 75% of the retail sales made in the entire State.

For only $201 per day you'll get big, colorful impact . . . and reach all your prospects in the real pocketbook areas in Michigan.

WALKER & CO.

88 CUSTER AVENUE DETROIT 2

OUTDOOR ADVERTISING THROUGHOUT MICHIGAN'S LARGEST TRADING AREAS

Buying Grand Rapids!

If so... get ALL the FACTS FIRST!



for example, **DO YOU KNOW:**

- **How many Grand Rapids families earn over $4,000 per year? . . . Own their own home? . . . Smoke Cigarettes? . . . Drink beer and other beverages? . . . etc.**
- **76% of The Morning Herald's City Zone circulation is delivered into the homes of the 2 upper income group families?**

This is just some of the data revealed by a recent survey conducted by Publication Research Service, Inc., of Chicago, Illinois. Be sure to read ALL THE FACTS in The Herald's new booklet, "talk the MOST to the families who buy the MOST."

WRITE FOR YOUR COPY TODAY! Or ask your nearest Sawyer, Ferguson & Walker Company Rep., N. Y. C., Chicago, Detroit, Philadelphia, Atlanta, Los Angeles, San Francisco, Seattle.

GRAND RAPIDS
MICHIGAN
Furniture Capital of the World

The Grand Rapids Herald
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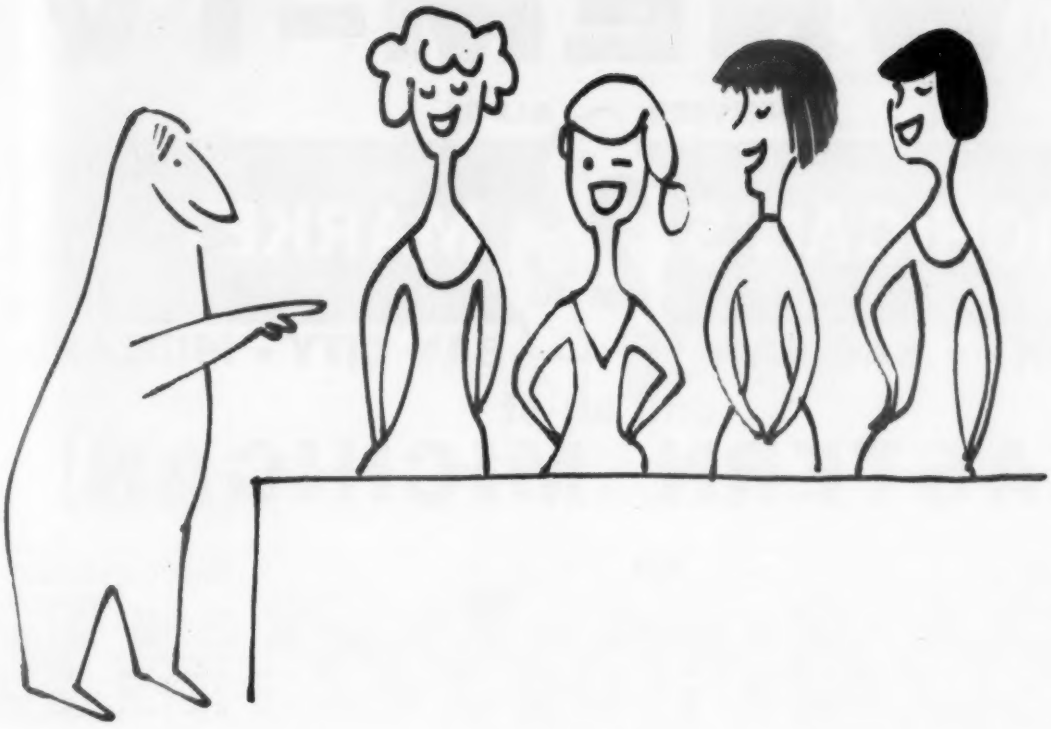
MICHIGAN COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Hamtramck		42.6	.0254	11.8		84,152	.0297	1,966	7,132	14.4	5,831	16.0	4.1	18.7	11.0	44.3	40.0	15.1	21.4	5.9	23.5
Wyandotte		40.3	.0239	11.3		83,381	.0294	2,069	7,379	12.5	6,660	12.2	2.8	14.2	7.2	48.4	38.2	16.7	20.9	8.5	30.9
Lincoln Park		50.7	.0300	14.0		98,746	.0348	1,948	7,053	15.0	6,581	10.5	2.4	15.0	7.7	49.1	39.3	17.6	22.2	7.8	28.4
River Rouge		21.8	.0129	5.9		34,952	.0123	1,603	5,924	6.5	5,358	16.7	4.7	20.8	13.4	47.1	46.2	10.9	16.8	4.5	18.9
Wayne		12.6	.0075	3.4		25,026	.0088	1,986	7,361	4.1	6,068	14.2	3.5	17.4	9.9	46.2	40.0	15.7	21.5	6.5	25.1
Plymouth		8.1	.0048	2.6		17,064	.0060	2,107	6,563	2.7	6,308	17.1	4.1	17.6	9.5	41.4	34.5	15.7	20.7	8.2	31.2
Grosse Pointe		6.9	.0041	1.9		37,195	.0131	5,391	19,576	2.7	13,827	13.9	1.5	12.3	3.0	22.5	8.6	15.1	9.0	36.2	77.9
Grosse Pointe Park		14.9	.0088	4.4		59,671	.0210	4,005	13,563	5.2	11,427	14.1	1.9	13.9	4.2	28.2	13.0	15.4	11.1	28.4	69.8
Ecorse		19.5	.0116	5.1		36,198	.0128	1,856	7,098	6.6	5,465	15.4	4.3	21.3	13.2	46.2	44.5	12.6	19.2	4.5	18.8
Allen Park		37.1	.0220	9.2		70,366	.0249	1,897	7,648	10.5	6,721	12.4	2.8	15.4	7.8	45.9	35.9	17.4	21.5	8.9	32.0
Grosse Pointe Woods		19.7	.0117	5.4		50,080	.0176	2,542	9,274	5.5	9,149	10.6	1.7	11.9	4.5	36.8	21.1	22.4	20.3	18.3	52.4
Inkster		32.8	.0194	7.7		51,166	.0180	1,560	6,645	9.0	5,697	16.8	4.5	20.8	12.5	44.1	40.7	12.3	17.9	6.0	24.4
Livonia		37.0	.0219	10.0		60,366	.0244	1,875	6,937	11.2	6,212	13.3	3.2	17.6	9.6	46.4	39.3	15.7	21.0	7.0	26.9
Garden City		27.0	.0160	7.3		46,679	.0164	1,729	6,394	7.8	6,011	13.6	3.4	18.5	10.6	46.6	40.8	14.7	20.3	6.6	24.9
Trenton		9.7	.0057	2.7		19,147	.0067	1,974	7,091	3.0	6,353	11.6	2.8	15.4	8.3	48.7	40.3	17.2	22.4	7.1	26.2
Wexford		**19.8**	**.0118**	**5.9**	**11.8**	**23,873**	**.0084**	**1,206**	**4,046**	**6.4**	**3,744**	**36.8**	**14.3**	**31.8**	**29.0**	**24.4**	**34.3**	**5.0**	**11.2**	**2.0**	**10.7**
Cadillac		11.8	.0070	3.6		16,928	.0060	1,435	4,702	4.1	4,100	31.5	11.6	31.4	26.1	28.3	36.3	6.3	12.8	2.5	13.2
Total Above Cities		4459.5	2.6420	1280.3		9,150,394	3.2240	2,052	7,147	1556.3	5,880	19.2	5.2	20.2	11.7	40.0	35.8	13.7	19.3	6.9	28.0
State Total		7452.1	4.4147	2162.3	5,283.7	13,504,032	4.7584	1,812	6,249	2458.8	5,492	21.9	6.0	21.8	13.6	38.2	36.5	12.1	18.3	6.0	25.8

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Ann Arbor	172	159.8	.0946	42.6	52.3	286,191	.1008	1,791	6,718
△Battle Creek	178	142.3	.0843	41.7	105.8	242,513	.0855	1,704	5,816
Bay City	14	100.3	.0594	28.7	63.0	154,431	.0544	1,540	5,391
Detroit	41	3,625.9	2.1480	1,039.7	3,318.6	7,596,374	2.6767	2,095	7,308
Flint	49	342.5	.2029	100.9	255.0	674,580	.2377	1,970	6,686
Grand Rapids	56	330.3	.1057	100.9	259.4	600,473	.2116	1,818	5,951
Jackson	67	123.1	.0729	36.0	76.5	202,797	.0715	1,647	5,633

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Kalamazoo	71	152.9	.0906	45.8	105.8	273,834	.0964	1,791	5,979
Lansing	76	208.4	.1235	61.4	163.4	421,643	.1485	2,023	6,867
△Muskegon	234	142.5	.0845	41.3	99.3	215,812	.0764	1,521	5,126
△Port Huron	244	105.3	.0623	31.4	56.5	161,069	.0567	1,530	5,130
Saginaw	122	180.3	.0189	52.0	120.0	296,287	.1044	1,643	5,698
Total Above Areas		5,613	.63.32	561,623	.4 4,669	.911,127,0	043.92	061,9	26.88

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Before using these figures, read foreword, page 11.



I'd like two blondes, one redhead, and a brunette, please!

Once upon a time a manufacturer told his advertising manager that he wanted to break into the Detroit-Great Lakes market with a new product. But he had to reach women with high school educations, who were in the middle and upper income brackets. (Quite an order, eh?) But without batting an eyelash, his ad manager announced, "You want WJR!" The spontaneity of the answer amazed the manufacturer, who said, "I do?" "Sure," the ad manager replied, "WJR reaches more women on an average day than the next 3 Detroit stations combined! And WJR reaches more high school graduates than the next 4 Detroit stations combined. Furthermore, WJR reaches more women in the middle and upper income brackets than the next 5 Detroit stations combined. And that's a lot of listeners!" "And that's for me!" said the manufacturer.

Don't accept our word for this—have your ad manager contact the nearest Henry I. Christal man. He has the results of a Politz survey which shows that WJR outdraws all other Detroit stations in any listener category. It even indicates that a vast majority of listeners *prefer* and *believe* advertising on WJR over all other Detroit stations.

Now then, how many blue-eyed blondes and green-eyed redheads would you like to reach?

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts *CBS Radio Network*



The girls most in demand are student nurses. Apply at any hospital.

only WNEM-TV

DELIVERS ALL OF

MICHIGAN'S 2nd MARKET

FLINT • SAGINAW BAY CITY • MIDLAND

and all of

EASTERN MICHIGAN!

MICHIGAN

RETAIL SALES — SM ESTIMATES, 1958

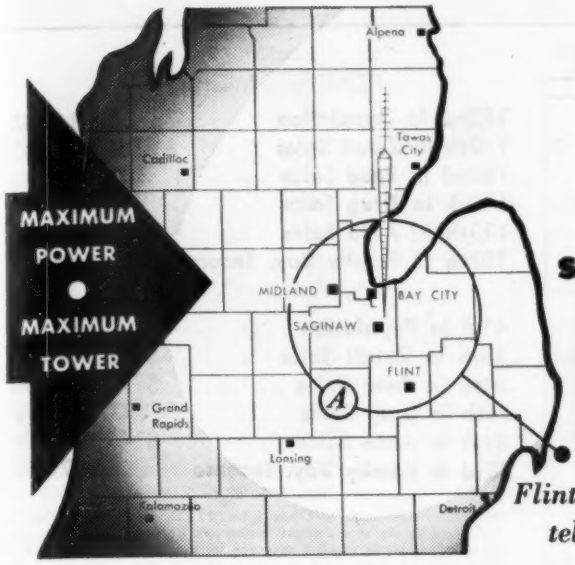
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Alcona		5,372	.0028	5,372	.0024	69	80	1,372	354	235	31	49	2,046	319	553	380
Alger		8,757	.0046	3,243	.0046	84	84	3,083	711	1,056	484	194	1,219	779	288	247
Allegan		45,738	.0237	2,932	.0251	81	77	10,805	3,302	2,838	1,167	1,639	10,899	3,477	6,228	1,006
Alpena		28,534	.0149	4,259	.0123	88	106	7,700	2,166	3,703	1,431	1,251	4,984	2,028	2,252	1,047
Alpena		24,737	.0129		.0091	111	157	6,685	1,445	3,271	1,381	1,154	4,578	1,407	2,045	1,047
Antrim		8,735	.0045	2,647	.0044	68	69	2,826	712	397	107	146	441	1,144	1,655	394
Arenac		10,237	.0053	3,656	.0047	78	88	2,208	1,254	712	160	387	2,472	885	1,351	282
Baraga		4,974	.0026	2,163	.0030	65	57	1,727	508	417	68	54	773	481	571	275
Barry		27,251	.0141	2,962	.0148	84	80	6,643	1,372	1,362	933	1,283	5,873	2,258	4,054	1,059
Hastings		17,620	.0092		.0057	143	230	3,931	557	1,128	866	945	4,877	1,087	2,078	720
Bay	14	113,223	.0589	3,945	.0567	95	99	26,417	8,122	13,530	6,633	10,020	20,560	8,290	9,483	4,329
▲Bay City		91,256	.0474		.0383	112	139	19,146	5,988	12,729	6,672	8,213	16,924	6,307	6,676	3,726
Benzie		8,812	.0045	3,672	.0038	79	94	2,379	634	765	170	145	1,500	866	1,107	443
Berrien		170,970	.0889	3,930	.0822	96	106	42,885	12,627	15,744	8,236	8,473	30,088	13,477	19,253	7,137
Benton Harbor-St. Joseph		*73,348*	*.0381*		*.0376*	*132*	*183*	*16,366*	*4,524*	*9,568*	*6,355*	*4,535*	*12,688*	*4,577*	*5,724*	*3,875*
Benton Harbor		50,360	.0262		.0176	131	196	10,358	2,761	6,326	4,702	3,105	9,505	2,916	4,315	2,473
Niles		27,637	.0144		.0112	124	160	6,445	2,628	2,586	1,100	1,326	7,112	2,857	1,806	650
St. Joseph		22,988	.0119		.0100	133	159	6,008	1,763	3,242	1,653	1,430	3,183	1,661	1,409	1,400
Branch		35,171	.0182	3,482	.0174	86	90	7,948	1,761	2,656	1,000	1,237	8,260	3,228	4,022	1,078
Coldwater		21,500	.0112		.0073	126	193	4,288	762	1,953	723	877	5,736	1,606	2,313	645
Calhoun	178	154,637	.0804	3,708	.0837	99	95	39,072	10,389	17,047	9,384	8,636	27,545	14,276	10,602	6,035
△Battle Creek		96,131	.0499		.0392	124	158	24,331	5,227	14,407	7,331	5,689	16,198	7,619	4,786	3,711
Albion		19,138	.0099		.0082	100	132	3,751	1,131	1,061	899	1,176	5,465	1,717	1,376	586
Springfield Place Lakeview		6,540	.0034		.0036	85	34	2,101	517	233	94	328	616	1,021	763	292
Marshall		15,279	.0079		.0048	130	214	3,248	2,104	722	807	566	3,616	1,181	1,625	662
Cass		24,002	.0125	2,252	.0157	78	62	7,210	2,032	598	977	954	4,893	2,130	2,209	846
Charlevoix		15,928	.0082	4,084	.0065	80	101	3,687	939	770	503	556	2,463	1,785	1,491	449
Cheboygan		16,812	.0088	4,544	.0062	82	116	4,043	2,029	923	614	306	2,904	2,518	1,662	770
Chippewa		33,814	.0174	3,864	.0156	85	94	9,156	3,387	4,945	1,104	1,043	6,032	2,899	2,144	663
Sault Ste. Marie		27,214	.0141		.0117	98	118	7,115	1,988	4,593	1,104	1,024	5,840	1,505	1,418	663
Clare		14,325	.0075	4,093	.0061	87	107	3,088	1,257	1,187	185	837	2,481	1,826	2,195	839
Clinton		26,613	.0138	2,716	.0161	78	67	6,138	1,329	1,361	785	892	6,734	2,943	4,754	800
St. Johns		13,119	.0068		.0042	131	213	2,708	476	793	673	523	4,111	1,446	1,605	217
Crawford		5,384	.0028	4,487	.0020	80	112	1,142	787	118	213	25	1,278	992	397	202
Delta		38,451	.0200	4,091	.0164	86	105	10,416	2,977	6,149	2,323	2,109	5,927	2,551	3,327	1,051
Escanaba		25,870	.0134		.0096	105	147	6,589	1,519	3,594	2,068	1,766	4,465	1,408	2,175	776
Dickinson		25,489	.0132	3,444	.0119	85	94	6,523	1,389	3,459	1,717	1,218	4,913	2,122	1,943	619
Iron Mountain-Kingsford		*20,065*	*.0104*		*.0083*	*99*	*124*	*4,846*	*884*	*2,947*	*1,670*	*853*	*4,198*	*1,966*	*1,750*	*461*
Iron Mountain		17,301	.0090		.0061	111	164	4,045	757	2,923	1,676	743	3,355	1,014	1,436	406
Eaton		36,997	.0192	2,701	.0220	82	72	9,921	1,951	2,667	1,073	2,066	9,041	3,538	4,283	1,332
Charlotte		13,615	.0071		.0053	118	158	2,938	491	970	476	717	4,732	1,014	1,378	565

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



Rated nationally as America's 19th Industrial Market Area, WNEM-TV's coverage delivers 580,000 television homes whose 2½ million residents spend 4 billion dollars annually.

Small wonder most national campaigns call for Michigan's 2nd Market . . . sold completely on Channel 5.

See Your Petryman

NBC abc

Flint's only Grade A television signal

CHANNEL 5

Greater Station

MICHIGAN

COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1956

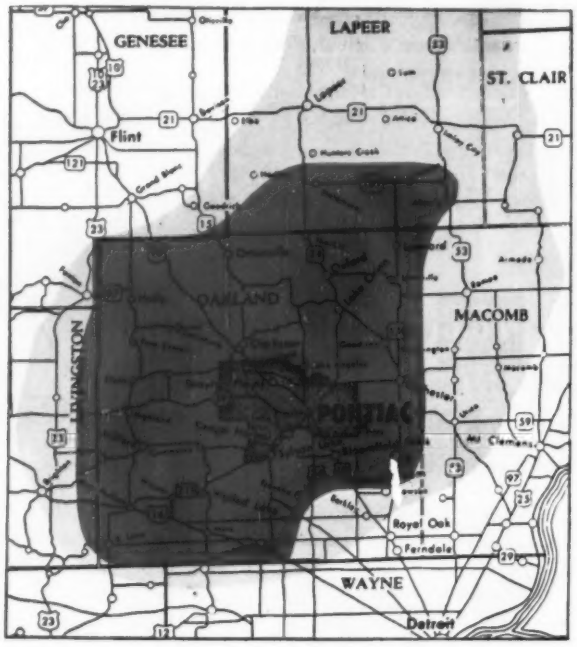
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Emmet		24,318	.0127	5,066	.0094	94	127	4,915	1,456	3,184	1,887	1,006	4,403	2,397	2,434	756
Petoskey		19,027	.0099		.0055	138	248	3,488	733	2,893	1,818	954	3,695	1,786	1,725	581
Genesee	49	453,255	.2354	4,492	.2301	113	116	99,202	27,801	44,754	30,282	31,759	106,412	34,890	38,222	18,111
▲Flint		355,424	.1846		.1524	132	160	72,654	23,102	41,332	27,264	28,869	83,135	21,245	28,587	15,014
Fenton		16,864	.0088		.0050	161	284	3,094	608	31	879	539	5,546	4,150	1,047	377
Gladwin		9,854	.0051	3,942	.0041	78	94	2,457	659	630	298	474	2,249	1,057	1,345	291
Gogebic		27,577	.0144	3,447	.0130	84	93	7,646	1,941	3,404	1,572	2,073	3,837	2,401	2,833	714
Ironwood		19,878	.0103		.0069	108	161	5,604	948	2,777	1,302	1,989	2,818	1,301	1,943	396
Grand Traverse		53,126	.0276	6,106	.0191	100	145	10,723	2,999	6,307	4,676	3,129	9,943	3,493	5,840	1,609
Traverse City		49,085	.0255		.0141	127	230	9,696	2,398	5,811	4,645	2,811	9,831	2,847	5,421	1,539
Gratiot		39,012	.0202	3,825	.0175	85	98	8,474	1,735	2,780	1,360	1,822	8,229	5,167	6,884	999
Alma		16,195	.0084		.0060	113	158	3,765	513	1,789	743	1,084	4,113	1,105	1,915	531
Hillsdale		35,572	.0185	2,892	.0189	79	78	7,632	1,485	2,685	910	2,464	6,391	3,294	5,996	706
Hillsdale		19,451	.0101		.0063	137	220	4,553	687	2,140	704	1,719	4,864	966	1,730	464
Houghton		37,631	.0196	3,452	.0173	81	92	13,118	3,053	4,138	1,393	1,683	5,648	2,971	2,638	984
Huron		38,988	.0192	3,977	.0184	82	96	7,076	2,226	2,645	1,529	1,052	9,544	4,270	6,262	1,180
Ingham	76	286,163	.1486	4,661	.1436	116	120	58,931	16,983	41,966	17,844	10,807	62,496	20,583	23,175	9,930
▲Lansing		221,805	.1152		.0856	140	189	40,669	13,581	39,532	14,537	8,112	53,211	11,217	16,974	7,095
East Lansing		17,630	.0092		.0190	119	58	4,955	610	691	2,328	139	387	5,050	267	1,430
Ionia		40,126	.0209	3,520	.0192	81	88	8,733	2,248	2,105	1,143	1,452	12,938	3,263	5,136	1,189
Ionia		17,207	.0089		.0053	136	228	3,828	515	1,029	648	690	6,782	1,114	926	501
Iosco		17,505	.0091	4,488	.0069	91	120	4,489	1,651	1,062	573	809	2,958	2,358	2,029	958
Iron		16,684	.0088	3,033	.0089	83	80	4,734	1,972	2,277	568	63	3,126	1,152	2,553	554
Isabella		31,271	.0163	3,814	.0157	87	91	6,983	2,232	2,056	1,272	1,847	7,936	3,133	3,991	768
Mount Pleasant		24,049	.0125		.0093	122	164	5,429	1,173	1,681	1,099	974	7,485	1,897	2,483	687
Jackson	67	150,250	.0780	4,174	.0737	101	107	33,953	11,342	15,117	10,591	7,611	29,725	11,669	11,995	5,819
▲Jackson		115,023	.0598		.0433	134	185	25,315	7,876	14,416	10,239	5,667	24,020	7,925	4,786	5,126
Kalamazoo	71	193,103	.1003	4,216	.0964	106	111	40,482	11,894	19,351	11,707	13,148	39,384	13,546	18,821	8,488
▲Kalamazoo		161,757	.0840		.0624	132	177	30,027	9,365	18,329	11,395	11,682	34,777	10,559	14,414	7,128
Kalkaska		3,771	.0020	3,143	.0018	72	80	1,096	380	242	133	37	790	561	198	189
Kent	56	444,979	.2311	4,410	.2142	109	118	99,114	24,755	69,500	26,932	22,804	79,836	32,181	35,484	21,902
▲Grand Rapids		358,408	.1862		.1421	127	166	74,916	20,134	66,423	25,203	19,501	61,942	22,755	22,894	18,087
Keweenaw		1,257	.0007	1,796	.0010	71	50	642	184	9	...	54	...	145	...	...
Lake		3,903	.0020	2,439	.0020	67	67	1,243	729	269	...	70	171	449	569	182
Lapeer		36,891	.0192	3,448	.0190	76	77	7,678	1,828	2,540	1,819	1,043	10,847	3,324	4,658	1,208
Lapeer		17,712	.0092		.0050	122	224	4,015	549	1,050	1,350	694	4,436	1,798	1,873	619
Leelanau		5,883	.0030	2,353	.0040	74	56	1,929	425	387	51	424	306	838	508	249
Lenawee		81,650	.0425	3,861	.0422	95	98	18,346	5,469	7,007	3,634	3,307	19,001	7,406	10,070	2,468
Adrian		39,101	.0203		.0172	118	139	8,838	1,674	5,193	2,309	2,041	8,691	3,310	3,072	1,177
Livingston		36,548	.0189	3,973	.0179	96	102	8,032	2,847	1,261	1,406	1,621	9,199	4,942	4,775	909
Howell		14,357	.0075		.0043	154	268	3,524	560	114	866	571	5,099	1,356	1,195	398
Luce		6,238	.0033	3,899	.0033	69	69	1,634	550	214	383	202	1,675	346	581	418

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



SOLID AREA: ABC City and Retail Trading Zone

POPULATION 293,801

74 OUT OF 100 PRESS HOMES TAKE NO OTHER DAILY NEWSPAPER

PONTIAC, MICHIGAN

162nd in Population	84,300
112th in Retail Sales	$166,680,000
102nd in Food Sales	$37,944,000
118th in Drug Sales	$5,549,000
113th in Auto Sales	$30,144,000
107th in Family Buy. Income	$6,955

OAKLAND COUNTY

41st in Population	577,800
38th in Retail Sales	$735,302,000
34th in Food Sales	$173,327,000
36th in Drug Sales	$27,082,000
31st in Auto Sales	$149,960,000
33rd in Family Buy. Income	$7,108

Sales Management 200 Leading Cities and Counties

The Pontiac Retail Trading Area, population 293,801, includes the major portion of Oakland County, second largest in Michigan. Here the Pontiac Press gives adequate and highly exclusive coverage for carrier surveys show 74% of Press homes take no other daily paper and 88% no other evening newspaper.

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MICHIGAN

RETAIL SALES — SM ESTIMATES, 1956

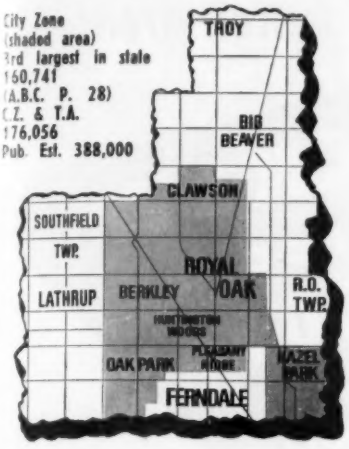
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Mackinac		11,637	.0060	4,478	.0045	85	113	3,960	1,892	653	462	484	956	1,310	944	92
Macomb	41	306,137	.1591	4,109	.1616	101	99	90,943	21,095	18,748	11,985	11,777	61,897	28,412	35,186	10,334
Mount Clemens		58,412	.0303		.0181	146	244	14,255	3,380	6,453	3,198	2,025	15,137	4,186	4,182	2,114
East Detroit		49,161	.0255		.0229	108	120	17,231	3,225	1,639	1,558	1,429	6,971	4,325	9,254	1,988
Roseville		33,845	.0176		.0207	94	80	15,673	1,695	2,166	1,285	2,119	2,654	3,073	1,494	1,542
St. Clair Shores		45,952	.0239		.0320	94	70	13,837	3,177	3,942	1,345	2,023	11,692	3,920	2,389	1,173
Center Line		19,697	.0102		.0074	123	170	6,492	1,415	812	57	186	6,555	1,906	1,705	357
Manistee		19,424	.0100	3,035	.0097	79	81	5,110	1,671	1,878	815	1,114	3,188	1,949	1,686	772
Manistee		14,238	.0074		.0054	100	137	3,757	1,053	1,498	716	1,012	2,606	1,232	688	500
Marquette		50,792	.0264	3,386	.0262	84	85	18,064	3,527	5,631	2,640	2,861	6,534	3,851	3,320	1,029
Marquette		24,913	.0129		.0106	96	117	7,414	1,324	2,753	1,707	1,616	3,864	1,581	1,958	624
Ishpeming		12,524	.0065		.0056	97	112	3,768	919	1,688	717	1,054	2,186	904	336	331
Mason		25,152	.0131	3,870	.0111	90	106	6,801	1,421	2,120	1,038	1,505	4,810	1,641	3,247	827
Ludington		16,535	.0086		.0063	107	146	4,499	848	1,473	872	1,095	3,521	820	1,754	558
Mecosta		16,908	.0088	3,019	.0084	78	81	4,375	1,160	1,322	781	661	3,114	1,587	2,149	687
Menominee		21,866	.0113	2,768	.0123	76	70	5,087	1,511	1,589	210	768	3,265	2,436	1,973	268
Menominee		14,554	.0076		.0069	96	108	3,463	807	1,393	...	681	2,037	1,733	779	216
Midland		49,189	.0256	4,134	.0245	97	101	13,644	2,365	3,148	2,117	2,765	10,522	4,084	6,066	1,758
Midland		41,128	.0214		.0165	123	160	11,080	1,573	2,524	2,063	2,482	9,413	3,291	4,809	1,386
Missaukee		6,332	.0033	3,015	.0032	70	72	1,680	200	328	83	268	873	642	1,143	88
Monroe		85,428	.0444	3,311	.0486	90	83	19,322	6,351	7,262	3,824	4,244	20,047	9,311	8,212	2,272
Monroe		49,041	.0255		.0197	127	165	11,645	3,195	6,292	3,562	2,686	10,939	3,574	2,628	1,688
Montcalm		39,635	.0205	3,739	.0177	89	103	10,046	2,320	2,446	1,004	1,175	10,386	3,378	4,557	1,311
Greenville		13,239	.0069		.0052	113	150	3,932	504	1,149	767	478	2,640	822	1,308	660
Montmorency		5,808	.0030	4,673	.0022	85	115	1,369	626	157	...	...	528	604	1,956	334
Muskegon	234	166,086	.0862	3,927	.0810	96	102	44,898	9,917	21,616	7,542	9,011	32,246	12,590	13,383	6,665
△Muskegon		110,290	.0573		.0381	127	193	26,606	5,505	18,462	6,684	6,099	20,346	7,246	8,707	4,214
Muskegon Heights		23,824	.0124		.0120	98	102	7,901	1,156	1,779	750	2,345	5,681	1,174	1,105	1,000
Newaygo		19,875	.0104	2,923	.0105	77	76	5,064	1,260	1,127	941	813	3,471	1,922	3,049	682
Oakland	41	735,302	.3819	4,467	.3892	114	112	173,327	46,715	111,486	45,099	38,623	149,960	54,142	50,574	27,082
Pontiac		166,680	.0866		.0648	130	174	37,944	12,283	26,875	13,020	12,582	30,144	9,104	8,183	5,549

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



The BIG, RICH ROYAL OAK Market

A 12-City South Oakland County Community

$601,984,000 INCOME

$7,525 FAMILY INCOME ($1,789 above Average)

$397,310,000 RETAIL SALES

$4,966 FAMILY SALES ($1,075 above Average)

CIRCULATION **40,788**

ABC 9/30/56

The Royal Oak market is big, rich . . . and still GROWING—fabulously! Tremendous industrial expansion—paced by the $100 Million General Motors Technical Center—is adding thousands of wage earners, multi-million dollar payrolls. Shopping facilities are expanding rapidly—latest addition a $20 Million shopping center.

The Daily Tribune has grown with Royal Oak and South Oakland County—186% circulation gain in twelve years, 12% the past year alone. No other newspaper can match its coverage and readership—penetration—in this big quality market. You just can't sell it without The Daily Tribune.

THE DAILY TRIBUNE . . . ROYAL OAK, MICH.

Represented by The Julius Mathews Special Agency, Inc.

MICHIGAN

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Royal Oak		116,328	.0604		.0527	129	148	27,979	5,593	9,855	8,289	7,504	27,047	10,401	7,140	4,696
Ferndale		67,892	.0353		.0272	134	174	11,348	2,170	11,556	3,613	4,639	20,791	3,615	2,908	1,913
Birmingham		72,565	.0377		.0274	192	264	17,983	1,062	2,792	8,349	3,194	25,518	3,144	2,483	4,307
Hazel Park		21,878	.0114		.0143	100	80	11,534	2,308	727	770	930	667	1,844	1,552	1,002
Berkley		29,906	.0155		.0161	116	112	10,140	3,580	1,534	1,206	1,199	517	3,378	3,399	1,850
Rochester		19,322	.0100		.0054	174	323	5,399	911	387	923	820	7,332	1,264	1,330	701
Oceana		16,283	.0085	3,193	.0078	74	80	4,903	723	487	447	539	3,242	1,607	2,500	493
Ogemaw		9,994	.0052	3,701	.0043	75	91	2,516	876	1,027	393	484	1,812	860	1,367	407
Ontonagon		9,297	.0048	3,206	.0044	73	80	2,739	1,107	865	278	40	1,467	724	880	198
Osceola		13,017	.0068	3,175	.0064	73	77	2,952	801	963	159	526	2,275	1,774	1,762	419
Oscoda		3,604	.0018	3,604	.0015	68	82	820	468	118	29	100	540	449	570	97
Otsego		9,985	.0052	5,874	.0034	89	137	2,245	790	872	322	424	1,770	920	1,493	341
Ottawa		98,344	.0501	3,793	.0469	92	98	23,131	4,195	7,530	4,417	3,751	21,785	7,087	11,547	2,765
Holland		39,579	.0206		.0127	128	208	7,774	1,247	4,326	2,528	2,151	10,665	2,578	2,770	1,045
Grand Haven		22,302	.0116		.0080	129	187	6,524	895	1,819	1,191	679	5,265	1,076	2,160	757
Presque Isle		10,585	.0055	3,650	.0051	73	79	3,221	944	526	621	255	2,008	729	1,691	387
Roscommon		11,147	.0058	4,287	.0044	94	123	3,253	1,586	486	173	246	1,803	1,538	1,110	521
Saginaw	122	208,497	.1072	3,971	.1058	99	100	40,284	13,493	24,462	16,327	10,504	49,741	13,915	17,743	7,734
▲Saginaw		162,505	.0844		.0687	117	144	30,710	8,976	22,792	14,609	7,749	39,667	9,553	11,329	6,505
St. Clair	244	118,788	.0617	3,783	.0593	95	99	32,837	7,679	10,625	6,257	5,140	22,037	9,515	12,301	3,916
△Port Huron		74,285	.0386		.0273	122	173	19,407	3,651	8,704	5,044	3,795	14,362	5,351	7,182	2,123

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



MICHIGAN COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1958 — Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
St. Joseph		48,386	.0252	3,902	.0220	97	111	10,516	3,565	3,679	2,081	2,760	11,140	4,844	5,200	1,760
Sturgis		18,938	.0068		.0069	130	155	4,019	905	1,687	1,266	1,710	3,777	1,463	1,602	886
Sanilac		30,179	.0157	3,245	.0150	80	84	7,110	1,920	1,584	875	1,167	7,791	2,844	5,080	882
Schoolcraft		10,156	.0052	4,062	.0044	83	98	2,536	868	808	249	318	1,613	1,138	1,103	348
Shiawassee		80,754	.0316	4,023	.0287	97	107	14,226	2,704	5,269	2,864	3,739	14,945	5,173	7,770	1,580
Owosso		36,503	.0190		.0131	128	186	8,824	1,146	4,259	2,292	2,639	8,844	2,594	3,332	950
Tuscola		37,574	.0196	3,211	.0196	79	79	8,726	1,755	2,014	1,036	1,410	10,683	3,560	6,144	1,116
Van Buren		46,656	.0242	3,309	.0230	89	93	12,519	2,788	1,712	1,463	1,383	11,019	4,548	5,635	1,666
South Haven		13,813	.0072		.0048	126	189	3,389	510	505	789	329	4,939	614	851	376
Washtenaw	172	187,574	.0975	4,403	.0986	104	103	43,876	13,912	16,150	14,456	8,588	39,718	14,612	13,554	8,131
△Ann Arbor		92,701	.0482		.0455	151	160	18,564	5,358	11,729	10,469	5,102	14,811	6,638	5,535	5,064
Ypsilanti		44,409	.0231		.0167	131	182	11,096	2,551	1,629	3,063	2,045	14,197	3,404	2,470	1,513
Willow Run		7,920	.0041		.0063	69	45	2,473	1,157	454	86	217	1,375	827	739	220
Wayne	41	3,717,193	1.9309	4,643	1.9588	119	117	828,870	289,829	551,875	252,849	197,352	795,960	232,710	177,306	165,747
▲Detroit		2,739,600	1.4297		1.4002	122	124	572,404	222,928	451,981	192,923	145,407	555,052	161,565	130,286	124,964
Dearborn		224,614	.1167		.1039	135	151	45,901	19,542	31,143	16,815	19,103	47,859	16,481	8,282	10,285
Highland Park		103,566	.0538		.0426	154	195	15,821	4,370	26,125	6,341	4,031	35,704	2,643	2,273	2,991
Hamtramck		58,497	.0304		.0291	115	120	12,165	4,881	6,674	6,360	4,577	15,522	2,304	1,224	2,490
Wyandotte		97,219	.0505		.0346	145	211	24,399	5,105	15,973	7,134	4,715	21,265	5,980	4,559	4,676
Lincoln Park		73,804	.0383		.0349	116	128	23,700	3,826	2,824	3,825	4,501	20,509	6,148	3,197	2,031
River Rouge		29,128	.0151		.0133	103	117	8,105	1,607	880	1,136	543	10,848	1,494	910	1,307
Wayne		43,511	.0226		.0127	169	301	12,011	2,946	2,681	1,315	2,310	15,009	3,280	544	1,530
Plymouth		26,285	.0137		.0081	169	285	6,808	1,073	2,330	2,349	1,460	6,773	1,987	1,802	810
Grosse Pointe		21,861	.0114		.0108	263	278	6,500	335	1,263	7,576	530	2,436	610	223	1,613
Grosse Pointe Park		23,532	.0122		.0159	181	139	755	1,952	424	92	542	17,418	1,126	267	378
Ecorse		23,248	.0121		.0124	107	104	7,030	1,780	479	449	182	9,131	1,206	302	1,080
Allen Park		29,708	.0154		.0214	97	70	14,062	1,101	703	1,791	1,976	...	2,510	1,414	1,960
Grosse Pointe Woods		17,375	.0090		.0138	118	77	8,418	823	228	587	1,119	1,460	1,416	585	1,785
Inkster		20,038	.0104		.0160	82	54	6,468	1,619	1,312	309	965	180	2,707	4,678	1,032
Livonia		27,623	.0143		.0209	95	65	14,869	1,725	1,513	372	653	650	3,545	2,348	1,325
Garden City		20,169	.0105		.0146	91	60	3,179	1,102	831	326	773	10,163	2,116	727	438
Trenton		16,168	.0084		.0070	123	147	4,219	1,466	946	377	635	4,494	1,224	1,649	719

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

BELIEVABILITY

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In fast-moving, hard-working Detroit—where cash registers ring up five billion dollars worth of retail sales annually—the WWJ stations back up your advertising with a very special quality of their own. It's *believability.*

Detroiters have faith in the WWJ stations, respect their traditional leadership, high standards of quality, sincerity of purpose. That's why so many say, "If it's on WWJ or WWJ-TV, it *must* be good."

Put this believability to work for you on the WWJ stations.

WWJ AM and FM **RADIO**
The World's First Radio Station

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Owned and operated by **The Detroit News**

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Sales Management Survey of Buying Power
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NOW!... double the wallop in the Detroit area!



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Television Corporation
National Rep.

J. E. Campeau
President
Guardian Bldg., Detroit

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MICHIGAN COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
St. Joseph		48,386	.0252	3,902	.0220	97	111	10,516	3,565	3,679	2,081	2,760	11,140	4,844	5,200	1,760
Sturgis		18,938	.0098		.0069	130	185	4,019	905	1,687	1,266	1,710	3,777	1,463	1,602	886
Sanilac		30,179	.0157	3,245	.0150	86	84	7,110	1,920	1,584	575	1,107	7,791	2,844	5,060	882
Schoolcraft		10,156	.0052	4,062	.0044	83	98	2,536	868	806	249	318	1,613	1,138	1,103	348
Shiawassee		69,754	.0316	4,023	.0267	97	107	14,226	2,704	5,269	2,864	3,739	14,945	5,173	7,770	1,580
Owosso		36,503	.0190		.0131	128	186	8,824	1,146	4,259	2,292	2,639	8,844	2,594	3,332	950
Tuscola		37,574	.0195	3,211	.0196	79	79	8,726	1,755	2,014	1,036	1,410	10,683	3,560	6,144	1,116
Van Buren		46,656	.0242	3,309	.0230	89	93	12,519	2,788	1,712	1,463	1,383	11,019	4,548	5,635	1,868
South Haven		13,813	.0072		.0048	126	189	3,389	510	505	789	329	4,939	614	851	376
Washtenaw	172	187,574	.0975	4,403	.0986	104	103	43,878	13,912	16,150	14,456	8,588	39,718	14,612	13,554	8,131
△Ann Arbor		92,701	.0482		.0455	151	160	18,564	5,358	11,729	10,460	5,102	14,811	6,638	5,535	5,064
Ypsilanti		44,409	.0231		.0167	131	152	11,096	2,551	1,629	3,063	2,045	14,197	3,404	2,470	1,513
Willow Run		7,929	.0041		.0063	60	45	2,473	1,157	454	86	217	1,375	827	739	220
Wayne	41	3,717,193	1.9309	4,643	1.9588	119	117	828,870	289,829	551,875	252,849	197,352	795,960	232,710	177,308	165,747
▲Detroit		2,739,600	1.4231		1.4002	122	124	572,404	222,928	451,981	192,923	145,407	555,052	161,565	130,286	124,964
Dearborn		224,614	.1167		.1039	135	151	45,901	19,542	31,143	16,815	19,103	47,859	16,481	8,282	10,255
Highland Park		103,566	.0538		.0426	154	195	15,821	4,370	26,125	6,341	4,031	35,704	2,643	2,273	2,991
Hamtramck		58,497	.0304		.0291	115	120	12,165	4,881	6,674	6,360	4,577	15,522	2,304	1,224	2,490
Wyandotte		97,219	.0505		.0346	145	211	24,399	5,105	15,973	7,134	4,715	21,265	5,860	4,539	4,676
Lincoln Park		73,804	.0383		.0349	116	128	23,700	3,826	2,824	3,825	4,591	20,509	6,148	3,197	2,031
River Rouge		29,128	.0151		.0133	103	117	8,105	1,607	880	1,136	543	10,848	1,494	910	1,307
Wayne		43,511	.0226		.0127	160	301	12,011	2,946	2,681	1,315	2,310	15,009	3,280	544	1,530
Plymouth		26,285	.0137		.0081	160	285	6,808	1,073	2,330	2,349	1,460	6,773	1,987	1,802	810
Grosse Pointe		21,861	.0114		.0108	263	278	6,500	335	1,263	7,576	530	2,436	610	223	1,613
Grosse Pointe Park		23,532	.0122		.0159	181	139	755	1,952	424	92	542	17,418	1,126	267	379
Ecorse		23,248	.0121		.0124	107	104	7,030	1,780	479	449	182	9,131	1,206	392	1,090
Allen Park		29,708	.0154		.0214	97	70	14,062	1,101	703	1,701	1,976	...	2,510	1,414	1,960
Grosse Pointe Woods		17,375	.0090		.0138	118	77	8,418	823	226	587	1,119	1,460	1,416	585	1,785
Inkster		20,038	.0104		.0160	82	54	6,468	1,619	1,312	309	965	180	2,707	4,678	1,032
Livonia		27,623	.0143		.0209	95	65	14,589	1,725	1,513	372	653	650	3,545	2,348	1,325
Garden City		20,160	.0105		.0146	91	60	3,179	1,102	831	326	773	10,163	2,116	727	438
Trenton		16,168	.0084		.0070	123	147	4,219	1,466	946	377	625	4,494	1,224	1,649	719

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

BELIEVABILITY

. . . *the Priceless Advantage You Get When You Buy the* **WWJ** *Stations*

In fast-moving, hard-working Detroit—where cash registers ring up five billion dollars worth of retail sales annually—the WWJ stations back up your advertising with a very special quality of their own. It's *believability.*

Detroiters have faith in the WWJ stations, respect their traditional leadership, high standards of quality, sincerity of purpose. That's why so many say, "If it's on WWJ or WWJ-TV, it *must* be good."

Put this believability to work for you on the WWJ stations.

WWJ AM and FM **RADIO**
The World's First Radio Station

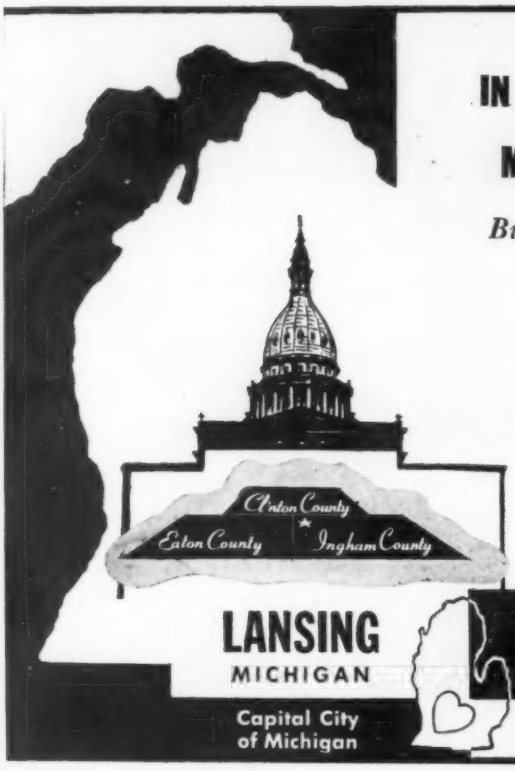
original NBC affiliates

WWJ-TV
Michigan's First Television Station

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

Sales Management Survey of Buying Power
Advertiser Market Book
Adcrafter Roster



IN **LANSING** –THE HEART OF
MICHIGAN'S DYNAMIC CAPITALAND–

Business, Industry, Government, University
Payrolls Keep Sales and Income

HIGHEST IN MICHIGAN

LANSING TRI-COUNTY MARKET POPULATION
288,300

$2,023 Income* Per Capita

$4,661 Retail Sales Per Family*

*Source: Sales Management

LANSING
MICHIGAN
Capital City of Michigan

THE STATE JOURNAL
Member of Federated Publications

REPRESENTED NATIONALLY BY
SAWYER-FERGUSON-WALKER COMPANY

MICHIGAN

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Wexford		21,332	.0111	3,616	.0099	84	94	5,207	1,202	2,434	1,340	1,648	3,469	1,819	2,338	772
Cadillac		16,998	.0088		.0070	100	126	4,178	661	2,273	1,128	1,557	3,183	977	1,369	670
Total Above Cities		7,121,110	3.6993		3.2511	123	140	1,595,919	478,061	981,998	493,547	397,891	1,533,961	462,284	420,246	299,580
State Total		9,158,397	4.7575	4,235	4.6894	106	108	2,131,748	643,127	1,129,992	546,616	468,281	1,916,784	678,963	697,413	364,848

METRO. AREAS		RETAIL SALES — SM ESTIMATES, 1956														
Ann Arbor	172	187,574	.0975	4,403	.0986	104	103	43,876	13,912	16,150	14,456	8,588	39,718	14,612	13,554	8,311
Battle Creek	178	154,637	.0804	3,708	.0837	99	95	39,072	10,369	17,047	9,384	8,636	27,545	14,276	10,602	6,035
Bay City	14	113,223	.0589	3,945	.0567	95	99	26,417	8,122	13,530	6,833	10,020	20,560	8,290	9,483	4,329
Detroit	41	4,758,632	2.4719	4,577	2.5096	117	115	1,093,140	357,639	682,109	309,933	245,752	1,007,817	315,264	263,066	203,163
Flint	49	453,255	.2354	4,492	.2301	113	116	99,202	27,801	44,784	30,282	31,759	106,412	34,890	38,222	18,111
Grand Rapids	56	444,979	.2311	4,410	.2142	109	118	99,114	24,755	69,500	26,932	22,504	79,838	32,161	35,484	21,902
Jackson	67	150,250	.0780	4,174	.0737	101	107	33,953	11,342	15,117	10,591	7,811	29,725	11,669	11,995	5,819
Kalamazoo	71	193,103	.1003	4,216	.0964	106	111	40,482	11,894	19,381	11,707	13,145	39,384	13,546	18,821	8,488
Lansing	78	286,163	.1486	4,661	.1436	116	120	58,931	16,983	41,966	17,844	10,807	62,498	20,583	23,175	9,930
Muskegon	234	166,096	.0862	3,927	.0810	96	102	44,898	9,917	21,616	7,542	9,011	32,246	12,590	13,383	6,665
Port Huron	244	118,788	.0617	3,783	.0593	95	99	32,837	7,579	10,625	6,257	5,140	22,037	9,515	12,301	3,916
Saginaw	122	206,497	.1072	3,971	.1058	99	100	40,284	13,493	24,462	16,327	10,504	49,741	13,915	17,748	7,734
Total Above Areas		7,233,197	3.7572	4,456	3.7527	113	113	1,652,206	513,906	976,257	468,088	383,677	1,517,519	501,331	467,834	304,223

MINNESOTA —

(Other West North Central States: Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota.)

Map, page 456

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Albert Lea	Freeborn	15.8	260	30	52	13	15	15	20	35	31	5
Alexandria	Douglas	7.5	152	20	23	8	13	6	17	21	19	3
Anoka	Anoka	9.1	141	31	26	13	12	5	7	18	13	3
Austin	Mower	26.7	310	51	68	18	30	22	16	32	22	9
Bemidji	Beltrami	10.7	182	35	28	11	16	6	14	16	13	6
Blue Earth	Faribault	3.9	112	19	21	10	4	6	8	18	18	1

© SM, 1957.

Before using these figures, read foreword, page 11.

LARGER RETAIL SALES THAN THE WHOLE STATE OF WASHINGTON ...THE BOOTH MICHIGAN MARKET !







The Booth Michigan market rang up 1955 retail sales greater than Washington or 32 other entire states. Net income in these outstate Michigan markets was greater than in any one of 30 whole states.*

The market's here, rich and ready. The media are here—eight Booth newspapers with dense circulation patterns and community influence to deliver the complete market efficiently. All that's needed to complete the picture is the advertising message from you.

The Booth representative has complete information to help you plan your program for profit in the Booth Michigan market. Call him in today.

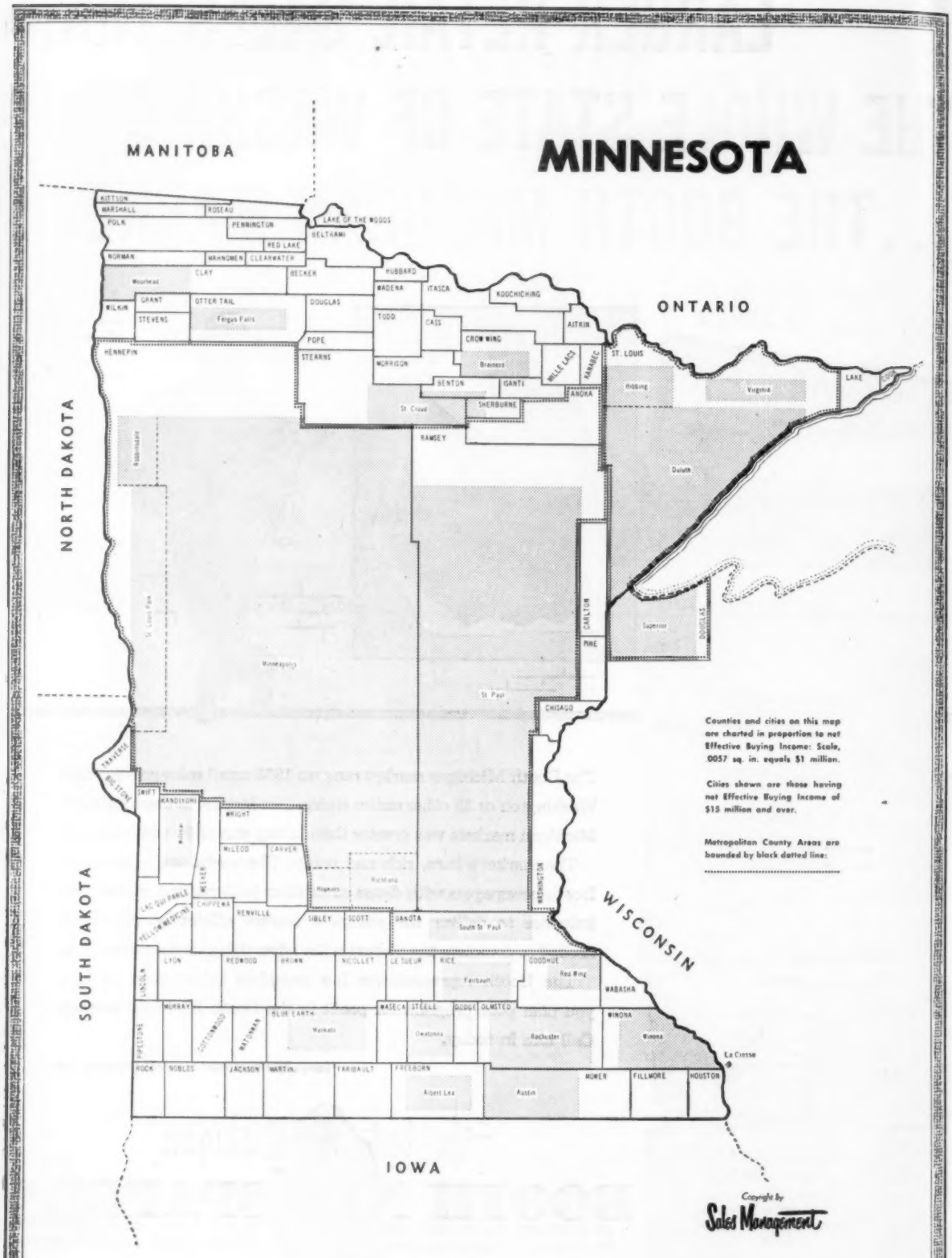
*Source: Sales Management Survey of Buying Power, 1956

"the best of Michigan"

BOOTH NEWSPAPERS

THE BAY CITY TIMES · THE ANN ARBOR NEWS · THE FLINT JOURNAL · THE GRAND RAPIDS PRESS
THE SAGINAW NEWS · JACKSON CITIZEN PATRIOT · KALAMAZOO GAZETTE · THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, MUrray Hill 5-2476; Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680; Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401; William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

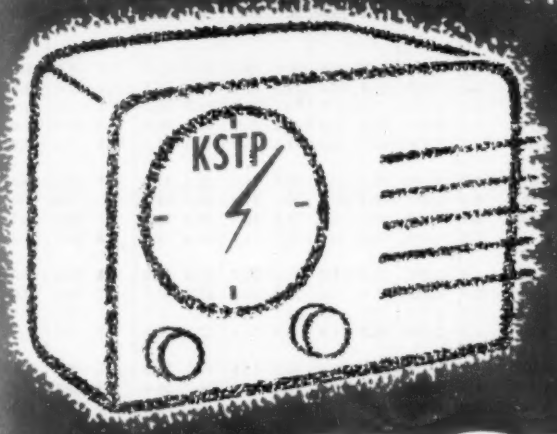

MINNESOTA
MANITOBA
ONTARIO
NORTH DAKOTA
SOUTH DAKOTA
IOWA
WISCONSIN
KITTSON
MARSHALL
ROSEAU
POLK
PENNINGTON
LAKE OF THE WOODS
RED LAKE
NORMAN
MAHNOMEN
CLEARWATER
BECKER
HUBBARD
CLAY
Moorhead
GRANT
OTTER TAIL
WILKIN
STEVENS
Fergus Falls
DOUGLAS
WADENA
ITASCA
KOOCHICHING
TODD
CASS
AITKIN
CROW WING
Brainerd
POPE
HENNEPIN
STEARNS
MORRISON
MILLE LACS
KANABEC
ST. LOUIS
BENTON
ISANTI
ANOKA
St. Cloud
SHERBURNE
RAMSEY
Hibbing
Virginia
LAKE
Duluth
Minneapolis
St. Paul
CARLTON
PINE
Superior
DOUGLAS
CHISAGO
WASHINGTON
DRIFT
KANDIYOHI
WRIGHT
McLEOD
CARVER
CHIPPEWA
RENVILLE
SIBLEY
SCOTT
DAKOTA
South St. Paul
LAC QUI PARLE
YELLOW MEDICINE
LINCOLN
LYON
REDWOOD
BROWN
NICOLLET
LE SUEUR
RICE
Faribault
GOODHUE
Red Wing
WABASHA
MURRAY
COTTONWOOD
WATONWAN
BLUE EARTH
Mankato
WASECA
STEELE
DODGE
OLMSTED
Rochester
WINONA
Winona
La Crosse
PIPESTONE
ROCK
NOBLES
JACKSON
MARTIN
FARIBAULT
FREEBORN
Albert Lea
Austin
MOWER
FILLMORE
HOUSTON
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0057 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
Copyright by
Sales Management

YOUR BEST BUY IN THE NORTHWEST!

KSTP-TV is the Northwest's *first* television station, *first* with maximum power, *first* with color and *first* in listener loyalty.

With its new antenna atop the Twin Cities' highest tower, KSTP-TV reaches 688,558 television homes (more than any other Northwest station) and *sells* a market with four billion dollars in spendable income. Here is your *best* TV buy.





The 1956 Nielsen Market Coverage Study shows that KSTP Radio reaches more homes every month in Ramsey County (St. Paul) than any other Twin City station. In Hennepin County (Minneapolis) KSTP is second in homes reached each month. In *total homes* reached monthly *and* weekly, KSTP is a strong second, and delivers the *lowest cost-per-thousand* in the market! Here is your *best* radio buy.

Radio 50,000 WATTS **KSTP** **Television** 100,000 WATTS

MINNEAPOLIS · ST. PAUL Basic NBC Affiliate

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

MINNESOTA

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Brainerd	Crow Wing	13.0	246	49	35	23	15	9	23	32	14	6
Cloquet	Carlton	8.6	114	21	17	10	5	7	12	14	6	3
Crookston	Polk	9.(	135	21	18	11	12	13	10	17	19	3
Detroit Lakes	Becker	6.5	157	23	27	10	4	6	13	24	16	4
Duluth	St. Louis	107.4	1,268	326	215	103	112	69	55	142	49	26
Fairmont	Martin	10.3	206	25	43	23	20	16	13	17	18	4
Faribault	Rice	17.3	195	38	32	18	14	11	14	23	19	5
Fergus Falls	Otter Tail	14.1	189	26	29	16	21	12	12	16	20	6
Grand Rapids	Itasca	7.1	142	18	23	7	12	10	17	19	11	3
Hibbing	St. Louis	17.8	227	51	40	16	21	10	18	20	16	4
Hopkins	Hennepin	10.5	118	15	18	8	8	8	3	15	18	3
International Falls	Koochiching	6.4	127	22	26	12	11	5	11	10	10	4
Little Falls	Morrison	7.3	142	21	22	11	10	9	11	23	11	4
Mankato	Blue Earth	21.7	316	40	63	19	44	22	19	32	24	8
Marshall	Lyon	7.2	117	12	14	14	13	6	8	6	20	3
Minneapolis	Hennepin	546.9	5,574	1,274	1120	496	403	327	171	597	256	204
Montevideo	Chippewa	6.0	142	22	19	10	13	6	11	21	19	3
Moorhead	Clay	20.1	157	30	23	14	10	14	9	15	14	4
New Ulm	Brown	10.2	159	22	41	7	17	10	9	12	15	6
Owatonna	Steele	12.0	159	21	20	10	10	9	14	22	20	4
Pipestone	Pipestone	5.7	144	20	26	18	10	7	14	16	18	3
Red Wing	Goodhue	11.2	194	28	32	16	25	16	10	24	13	6
Redwood Falls	Redwood	5.3	118	10	14	24	9	2	13	15	13	3
Richfield	Hennepin	42.9	152	25	16	20	15	8	4	25	16	5
Robbinsdale	Hennepin	16.6	82	14	9	14	3	8	2	15	5	3
Rochester	Olmsted	32.2	449	58	91	25	44	35	23	49	24	10
South St. Paul	Dakota	19.6	178	36	40	8	12	8	13	19	15	4
St. Cloud	Stearns	30.9	364	45	69	33	26	24	29	48	28	7
St. Louis Park	Hennepin	44.1	160	23	21	28	11	9	2	25	17	7
St. Paul	Ramsey	335.5	3,182	759	618	277	207	164	101	387	140	110
Stillwater	Washington	8.2	135	31	19	9	9	6	12	14	11	3
Thief River Falls	Pennington	8.0	120	20	19	10	10	9	10	10	14	4
Virginia	St. Louis	14.1	231	41	39	13	24	10	20	30	17	3
Willmar	Kandiyohi	10.8	184	26	26	23	16	7	14	19	22	5
Winona	Winona	26.8	341	51	81	31	23	26	27	26	18	6
Worthington	Nobles	9.2	157	27	24	15	13	7	12	13	17	3

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family
Aitkin		12.2	.0072	3.6		11,788	.0042	965	3,289
Anoka	92	56.2	.0333	15.2	21.1	76,519	.0270	1,362	5,034
Anoka		9.1	.0054	2.4		15,177	.0053	1,668	6,324
Becker		24.1	.0142	6.6	6.3	26,724	.0094	1,109	4,049
Detroit Lakes		6.3	.0037	1.7		9,866	.0035	1,566	5,804
Beltrami		24.8	.0147	7.0	10.7	25,484	.0089	1,028	3,641
Bemidji		10.7	.0063	3.2		14,915	.0053	1,394	4,661
Benton		16.9	.0101	4.3	6.9	17,115	.0061	1,013	3,980
1 St. Cloud									
Big Stone		9.0	.0053	2.5	2.5	10,201	.0036	1,133	4,080
Blue Earth		40.8	.0242	11.7	21.7	63,803	.0225	1,564	5,453
Mankato-North Mankato		*27.3*	*.0168*	*7.4*		*48,180*	*.0170*	*1,765*	*6,511*
Mankato		21.7	.0129	6.1		39,151	.0138	1,804	6,418
Brown		28.1	.0166	8.0	16.4	35,653	.0125	1,269	4,457
New Ulm		10.2	.0060	3.1		13,552	.0048	1,329	4,372
Carlton		25.2	.0149	6.7	8.6	31,582	.0111	1,253	4,714
Cloquet		8.6	.0051	2.6		15,222	.0054	1,770	5,855
Carver		18.8	.0112	5.1		25,674	.0091	1,366	5,034
Cass		16.8	.0111	5.2		15,620	.0055	931	3,004
Chippewa		16.7	.0099	4.8	6.8	22,299	.0079	1,335	4,646
Montevideo		6.0	.0036	1.8		9,273	.0033	1,546	5,152
Chisago		12.6	.0075	3.8		15,208	.0053	1,207	4,002
Clay		37.1	.0219	9.7	20.1	58,963	.0201	1,535	5,872
Moorhead		20.1	.0119	5.4		34,338	.0121	1,708	6,359
Clearwater		9.6	.0057	2.6		8,009	.0028	834	3,080
Cook		3.9	.0023	1.2		4,316	.0015	1,107	3,597
Cottonwood		15.9	.0095	4.6	3.2	24,130	.0085	1,518	5,246
Crow Wing		31.1	.0184	9.4	15.7	38,350	.0135	1,233	4,080
Brainerd		13.0	.0077	3.9		19,631	.0069	1,510	5,034
Dakota	92	60.6	.0359	16.3	37.7	88,057	.0311	1,453	5,402
South St. Paul		19.6	.0116	5.5		32,528	.0115	1,660	5,914
Dodge		12.6	.0074	3.5		14,188	.0050	1,124	4,048
Douglas		21.8	.0130	6.3	7.5	24,595	.0086	1,128	3,904
Alexandria		7.5	.0044	2.5		10,396	.0037	1,386	4,158
Faribault		25.5	.0151	7.3	3.9	35,893	.0127	1,408	4,917
Blue Earth		3.9	.0023	1.3		6,809	.0024	1,746	5,238
Fillmore		24.3	.0144	7.2		27,716	.0097	1,141	3,849
Freeborn		37.0	.0219	10.7	15.8	53,308	.0188	1,441	4,982
Albert Lea		15.8	.0094	5.0		26,411	.0093	1,672	5,282
Goodhue		34.6	.0205	10.1	11.2	46,499	.0164	1,344	4,604
Red Wing		11.2	.0066	3.4		18,794	.0066	1,678	5,528
Grant		9.9	.0058	2.8		11,554	.0041	1,167	4,126
Hennepin	92	764.3	.4528	234.7	694.6	1,557,753	.5489	2,038	6,637
▲Minneapolis		546.9	.3240	172.3		1,133,278	.3993	2,072	6,577
Hopkins		10.5	.0062	3.0		19,885	.0070	1,894	6,628
Richfield		42.9	.0254	11.1		77,309	.0272	1,802	6,965
Robbinsdale		16.6	.0098	4.4		28,209	.0099	1,699	6,411
St. Louis Park		44.1	.0261	12.7		93,599	.0330	2,122	7,370

COUNTIES CITIES	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Aitkin	3.8	3,126	44.3	20.5	34.0	35.4	17.1	27.5	3.2	8.1	1.4	8.5
Anoka	15.6	4,914	18.7	5.5	24.3	16.1	42.9	43.9	10.1	16.3	4.0	18.2
Anoka	2.7	5,545	19.0	4.9	24.9	14.6	37.9	34.4	11.1	15.9	7.1	30.2
Becker	7.3	3,683	41.1	16.1	29.4	26.1	21.4	29.2	5.1	10.9	3.0	17.7
Detroit Lakes	2.3	4,383	33.3	11.0	27.9	20.8	27.5	31.5	6.5	11.8	4.8	24.9
Beltrami	7.5	3,415	40.2	17.0	32.1	30.7	21.8	32.1	4.0	9.2	1.9	11.0
Bemidji	3.9	3,837	35.5	13.4	31.0	26.4	24.9	32.6	5.8	11.9	2.8	15.7
Benton	4.5	3,811	30.9	11.7	35.7	30.5	25.9	34.2	5.1	10.7	2.4	12.9
Big Stone	2.5	4,123	30.0	10.5	33.0	26.1	27.2	33.1	6.4	12.4	3.4	17.9
Blue Earth	14.1	4,509	32.4	10.4	26.6	20.8	26.5	29.5	7.2	12.6	5.3	26.7
Mankato	8.7	4,520	33.7	10.8	27.6	19.8	26.2	29.2	7.1	12.5	5.4	27.7
Brown	8.5	4,199	30.2	10.4	29.9	23.2	29.3	35.1	7.2	13.6	3.4	17.7
New Ulm	3.4	4,025	32.6	11.7	29.1	23.8	29.3	36.5	5.9	11.5	3.1	16.5
Carlton	7.4	4,292	25.6	8.6	28.0	21.3	35.8	41.9	7.8	14.4	2.8	13.8
Cloquet	2.9	5,188	14.2	4.0	24.4	15.3	45.5	44.1	11.5	17.5	4.4	19.1
Carver	5.5	4,705	27.3	8.4	26.5	19.8	30.9	33.0	8.1	13.6	5.2	25.2
Cass	5.2	2,989	46.9	22.7	31.8	34.6	17.6	29.6	2.7	7.3	1.0	5.8
Chippewa	5.1	4,358	27.0	9.0	31.1	23.2	30.6	35.3	7.6	13.9	3.7	18.6
Montevideo	2.1	4,409	25.4	8.3	29.3	21.7	34.3	39.1	7.5	13.5	3.5	17.4
Chisago	4.2	3,585	38.9	15.6	29.3	26.7	24.2	33.8	5.5	12.1	2.1	11.8
Clay	12.6	4,538	29.8	9.5	25.9	18.6	31.7	35.1	8.0	14.0	4.6	22.8
Moorhead	7.7	4,461	30.7	9.9	24.6	18.2	32.6	36.7	7.8	13.8	4.3	21.4
Clearwater	2.8	2,894	49.0	24.4	30.4	34.5	17.1	29.6	2.8	7.6	.7	3.9
Cook	1.2	3,478	38.0	15.8	32.7	30.6	23.9	34.5	3.5	8.1	1.9	11.0
Cottonwood	4.8	5,000	24.7	7.1	31.0	20.2	29.7	29.9	8.2	13.1	6.4	29.7
Crow Wing	9.6	4,007	30.4	11.0	31.1	25.3	30.2	37.9	5.5	10.9	2.8	14.9
Brainerd	4.4	4,493	24.0	7.7	28.2	20.5	37.2	41.6	7.0	12.4	3.6	17.8
Dakota	16.7	5,265	19.3	5.3	23.9	14.9	39.7	37.9	11.4	17.1	5.7	24.8
South St. Paul	5.8	5,580	16.1	4.2	21.0	12.3	43.9	39.5	12.8	18.1	6.2	25.9
Dodge	3.7	3,834	33.5	12.6	30.7	26.1	27.1	35.5	6.3	13.1	2.4	12.7
Douglas	6.9	3,560	34.2	13.9	35.2	32.3	24.2	34.1	4.7	10.4	1.7	9.3
Alexandria	2.7	3,922	31.2	11.5	33.2	27.6	27.0	34.6	6.0	12.1	2.6	14.2
Faribault	7.5	4,767	26.2	7.9	30.2	20.8	29.9	31.5	8.3	13.8	5.4	26.0
Blue Earth	1.4	4,836	27.8	8.3	23.7	16.0	35.0	36.4	8.0	13.0	5.5	26.3
Fillmore	7.3	3,790	35.8	13.6	32.1	27.6	23.7	31.5	5.7	11.9	2.7	15.4
Freeborn	11.4	4,681	24.1	7.4	29.4	20.5	33.5	35.9	8.5	14.5	4.5	21.7
Albert Lea	5.7	4,650	22.8	7.1	28.3	19.8	36.8	39.8	8.1	13.8	4.0	19.5
Goodhue	10.9	4,248	26.6	9.7	30.3	23.3	30.7	36.3	7.0	13.0	3.4	17.7
Red Wing	4.0	4,680	21.5	6.6	29.1	20.3	36.9	39.6	8.5	14.4	4.0	19.1
Grant	2.9	3,953	32.8	12.0	32.9	27.1	28.1	33.2	5.0	10.1	3.2	17.6
Hennepin	279.6	5,571	21.3	5.5	22.4	13.1	37.2	33.5	11.8	16.8	7.3	31.1
▲Minneapolis	211.3	5,363	22.6	6.1	23.2	14.1	36.1	33.8	11.4	16.8	6.7	29.2
Hopkins	3.1	6,317	13.6	3.1	20.6	10.6	43.4	34.6	13.2	16.5	9.2	35.2
Richfield	12.6	6,137	15.1	3.6	18.8	9.9	43.9	36.0	13.8	17.8	8.4	32.7
Robbinsdale	4.5	6,325	14.6	3.3	16.1	8.4	45.7	36.3	14.7	18.4	8.9	33.6
St. Louis Park	13.2	7,075	14.0	2.9	16.4	7.5	42.0	29.9	15.5	17.4	12.1	42.3

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

1 St. Cloud is in Benton, Sherburne and Stearns Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
© SM, 1957.



What makes a market great?

Ducks, like industry, thrive on water—and, like industry, they find a bountiful supply in the 223 counties of the Upper Midwest.

In Minnesota alone, one square mile in every 20 is covered by water. Minneapolis water mains can supply more than twice as much water as the city now uses.

Underground water also is plentiful: 1,000-gallon-a-minute commercial wells are common. Yet one geologist states: "As far as we can see, there is no danger of overdrawing—no sign of difficulty even in downtown Minneapolis where wells are concentrated. Few areas in the country can promise industry the water supplies Minnesota can."

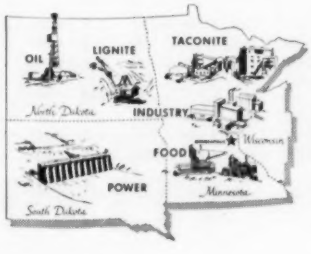
Minnesota's "close to the surface" water is only part of the fabulous wealth of the Upper Midwest. Just consider: mining companies are spending more than a billion dollars in Minnesota on facilities to process taconite . . . North Dakota's Williston Basin, where oil was discovered in 1951, now has 785 producing oil wells in 32 proved fields with refineries and related industries sprouting all over the Upper Midwest. And enough lignite has been found in North Dakota to supply the total solid fuel consumption of the United States for 240 years.

Such rich natural gifts enrich the people, too. They hunt and play on the waters that power their industry. They prosper from many skills. They are happy, dependable, active.

No wonder it is said, "The next 25 years belong to the Upper Midwest."

NOTE TO ADVERTISERS: The quickest, most economical way to tap the expanding Upper Midwest Market is through the pages of the Minneapolis Star and Tribune. (Now only the four largest U. S. cities have newspapers with more circulation than the Minneapolis Sunday Tribune.)

Copr., 1957, The Minneapolis Star and Tribune Co.



Minneapolis Star *and* Tribune

EVENING MORNING and SUNDAY

625,000 SUNDAY • 495,000 DAILY

JOHN COWLES, *President*

MINNESOTA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Houston		14.4	.0085	4.1		17,654	.0062	1,226	4,306	4.4	4,029	33.8	12.1	36.6	24.8	25.4	31.7	6.9	13.6	3.3	17.8
Hubbard		11.2	.0067	3.2	3.1	10,913	.0039	974	3,410	3.4	3,225	42.9	19.2	33.6	33.9	17.9	28.0	4.0	9.9	1.6	9.0
Isanti		10.4	.0061	2.6	2.6	10,172	.0036	978	3,912	3.1	3,314	39.5	17.2	34.0	33.5	21.0	31.8	4.1	9.8	1.4	7.7
Itasca		37.9	.0225	10.9	7.1	46,848	.0165	1,236	4,298	11.7	4,010	27.8	10.0	31.3	25.5	32.8	41.1	5.8	11.5	2.3	11.9
Grand Rapids		7.1	.0042	2.1		11,271	.0040	1,587	5,367	2.5	4,593	22.4	7.1	29.4	20.8	36.5	39.9	7.9	13.6	3.8	18.6
Jackson		15.7	.0093	4.5	3.3	22,186	.0078	1,413	4,930	4.6	4,772	25.6	7.7	31.9	21.9	28.1	29.6	9.0	14.9	5.4	25.9
Kanabec		8.3	.0049	2.4		8,583	.0030	1,034	3,576	2.6	3,306	39.2	17.1	33.9	33.4	21.9	33.3	3.7	8.9	1.3	7.3
Kandiyohi		31.3	.0185	8.3	10.8	37,312	.0132	1,192	4,496	9.2	4,060	30.6	10.9	28.9	23.2	31.2	38.6	6.5	12.7	2.8	14.6
Willmar		10.8	.0064	3.6		17,855	.0063	1,653	4,960	3.9	4,561	23.6	7.5	25.5	18.3	38.8	42.7	8.7	15.2	3.4	16.3
Kittson		8.9	.0053	2.5		12,584	.0044	1,414	5,034	2.6	4,812	32.8	9.8	27.7	18.9	25.7	26.8	7.1	11.7	6.7	32.8
Koochiching		16.9	.0100	4.9	6.4	22,462	.0079	1,329	4,584	5.5	4,085	30.1	10.6	28.3	21.1	34.3	42.2	6.7	12.9	2.6	13.2
International		6.4	.0038	1.9		11,625	.0041	1,816	6,118	2.3	5,094	18.3	5.2	21.6	13.7	45.7	45.1	9.8	15.3	4.6	20.7
Lac Qui Parle		13.9	.0083	3.8		18,177	.0064	1,308	4,783	4.2	4,324	27.7	9.3	32.4	24.4	29.1	33.9	6.9	12.6	3.9	19.8
Lake		13.6	.0080	4.5	7.7	21,378	.0075	1,572	4,751	4.7	4,561	23.2	7.3	23.7	17.1	40.6	44.7	9.4	16.3	3.1	14.6
Lake of the Woods		4.3	.0026	1.2		4,432	.0016	1,031	3,693	1.3	3,255	40.8	18.0	33.7	33.3	19.7	30.2	4.4	10.7	1.4	7.8
Le Sueur		19.8	.0117	5.8	2.9	24,216	.0085	1,223	4,175	5.9	4,100	30.2	10.7	31.6	25.0	28.2	34.6	6.9	13.4	3.1	16.3
Lincoln		10.3	.0061	2.9		14,571	.0052	1,415	5,024	3.1	4,652	27.7	8.6	31.1	21.8	28.5	30.8	7.4	12.6	5.3	26.2
Lyon		23.8	.0141	6.8	9.3	34,592	.0122	1,453	5,087	7.5	4,639	25.9	8.1	30.0	21.1	31.3	33.9	8.1	13.8	4.7	23.1
Marshall		7.2	.0043	2.1		11,708	.0041	1,626	5,575	2.4	4,913	22.2	6.5	29.2	19.5	33.8	34.6	9.6	15.4	5.2	24.0
McLeod		24.7	.0146	7.0	8.4	32,325	.0113	1,309	4,618	7.7	4,177	30.6	10.6	31.4	24.5	27.7	33.3	6.8	13.0	3.5	18.6
Mahnomen		6.8	.0039	1.5		5,707	.0021	878	3,805	1.7	3,444	43.8	18.4	29.5	28.0	20.4	29.8	3.8	8.7	2.5	15.1
Marshall		15.3	.0090	4.1		15,465	.0054	1,011	3,772	4.1	3,768	37.0	14.2	33.8	29.2	20.9	27.9	5.3	11.1	3.0	17.6
Martin		28.2	.0167	8.1	10.3	41,498	.0146	1,472	5,123	8.6	4,852	22.9	6.8	28.8	19.5	33.8	35.0	9.5	15.4	5.0	23.3
Fairmount		10.3	.0061	3.2		17,391	.0061	1,688	5,435	3.6	4,829	22.3	6.7	27.0	18.2	36.9	38.4	9.2	15.0	4.6	21.7
Meeker		19.1	.0114	5.3	4.7	22,488	.0080	1,177	4,243	5.7	3,972	35.0	12.7	29.7	24.5	26.0	32.9	6.0	11.9	3.3	18.0
Mille Lacs		17.5	.0103	5.0		18,097	.0063	1,034	3,619	5.2	3,487	39.1	16.2	29.5	27.6	25.1	36.2	4.5	10.3	1.8	9.7
Morrison		26.4	.0157	6.8	7.3	25,139	.0089	952	3,697	7.5	3,368	41.6	17.9	30.3	29.4	22.6	33.8	3.7	8.6	1.8	10.3
Little Falls		7.3	.0043	1.9		10,039	.0035	1,375	5,284	2.7	3,773	36.2	13.9	28.8	24.8	28.1	37.5	4.3	9.0	2.6	14.8
Mower		45.5	.0269	12.7	26.7	75,156	.0265	1,652	5,918	13.6	5,511	20.0	5.2	20.1	12.0	40.8	37.2	12.6	18.1	6.5	27.5
Austin		26.7	.0158	7.8		52,343	.0184	1,960	6,711	8.8	5,951	17.0	4.1	16.4	9.0	44.5	37.6	14.6	19.4	7.5	29.9
Murray		17.2	.0102	4.5		22,181	.0078	1,290	4,929	4.7	4,713	23.7	7.3	31.8	22.0	30.2	32.2	9.6	16.2	4.7	22.3
Nicollet		23.4	.0139	5.5	14.3	30,302	.0107	1,295	5,509	7.3	4,178	33.8	11.7	26.9	20.9	26.4	34.2	7.3	13.9	3.6	19.3
See Mankato-North Mankato																					
Nobles		23.6	.0140	6.6	9.2	34,808	.0122	1,475	5,274	7.2	4,842	26.2	7.8	28.1	19.0	30.9	32.1	9.3	15.1	5.5	26.0
Worthington		9.2	.0055	3.0		15,209	.0054	1,653	5,070	3.0	4,990	25.6	7.4	26.5	17.4	32.3	32.5	9.7	15.4	5.9	27.3
Norman		11.7	.0069	3.1		13,409	.0048	1,146	4,325	3.5	3,816	37.4	14.1	32.0	27.4	21.5	28.3	6.0	12.5	3.1	17.7
Olmsted		49.3	.0292	13.7	32.2	81,036	.0285	1,644	5,915	16.7	4,861	25.7	7.7	27.0	18.0	33.3	34.5	8.5	13.8	5.5	26.0
Rochester		32.2	.0191	9.1		60,827	.0214	1,889	6,684	12.1	5,040	25.4	7.3	26.1	16.8	33.6	33.6	8.7	13.7	6.2	28.6
Otter Tail		49.3	.0292	13.2	14.1	53,181	.0187	1,079	4,029	13.7	3,889	34.9	13.0	31.4	26.3	25.0	32.3	5.7	11.6	3.0	16.8
Fergus Falls		14.1	.0084	3.6		18,101	.0064	1,284	5,028	4.0	4,508	28.4	9.1	29.0	20.9	30.9	34.5	7.2	12.7	4.5	22.8
Pennington		13.1	.0078	3.6	8.0	16,103	.0057	1,230	4,474	4.0	3,982	33.0	12.0	28.6	23.4	28.9	36.5	6.7	13.3	2.8	14.8
Thief River Falls		8.0	.0047	2.5		11,660	.0041	1,458	4,664	2.8	4,203	29.2	10.0	28.1	21.9	32.0	38.3	7.7	14.5	3.0	15.3
Pine		16.8	.0099	4.7		15,559	.0059	926	3,523	5.0	3,344	39.9	17.3	31.5	30.6	23.3	35.1	3.9	9.2	1.4	7.8
Pipestone		15.9	.0094	4.3	5.7	20,397	.0071	1,283	4,743	4.7	4,313	27.1	9.1	30.8	23.4	30.5	35.5	8.2	15.0	3.4	17.0
Pipestone		5.7	.0034	1.6		8,066	.0028	1,415	5,041	1.9	4,270	25.4	8.6	30.8	23.6	33.4	39.3	7.5	13.9	2.9	14.6
Polk		37.8	.0224	10.5	14.3	49,619	.0175	1,313	4,726	11.7	4,261	32.1	10.9	29.7	22.8	27.1	32.1	7.1	13.3	4.0	20.9
Crookston		9.0	.0053	2.6		14,278	.0050	1,586	5,492	3.1	4,541	28.6	9.1	27.4	19.7	31.7	35.1	7.8	13.6	4.5	22.5
See Grand Forks (N. D.)-East Grand Forks (Minn.)																					
Pope		12.2	.0072	3.4	2.8	13,361	.0047	1,095	3,930	3.6	3,688	36.0	14.1	30.5	27.0	25.5	34.7	5.8	12.5	2.2	11.7
Ramsey	92	414.8	.2458	126.2	370.8	767,759	.2778	1,899	6,292	142.6	5,525	20.5	5.4	21.5	12.6	39.1	35.6	12.0	17.3	6.9	29.1
▲St. Paul		335.5	.1987	103.2		655,162	.2309	1,953	6,348	118.6	5,525	20.7	5.4	21.5	12.6	38.9	35.4	12.0	17.3	6.9	29.3
Red Lake		6.3	.0037	1.5		5,604	.0020	890	3,736	1.7	3,338	41.9	18.1	26.7	26.1	25.4	38.2	4.8	11.5	1.2	6.1
Redwood		22.8	.0135	6.4	5.3	31,328	.0110	1,374	4,895	6.8	4,581	25.7	8.1	31.6	22.5	29.3	32.1	9.0	15.6	4.4	21.6
Redwood Falls		5.3	.0031	1.7		8,816	.0031	1,663	5,186	1.9	4,667	23.6	7.3	30.8	21.6	31.9	34.3	9.4	15.9	4.3	20.9
Renville		25.1	.0149	7.0		34,254	.0121	1,365	4,893	7.5	4,567	26.4	8.3	31.7	22.6	29.3	32.1	7.9	13.6	4.7	23.4
Rice		39.2	.0232	9.4	26.4	49,324	.0174	1,258	5,247	13.5	3,650	40.1	15.9	27.6	24.6	24.8	33.9	5.2	11.4	2.5	14.2
Faribault		17.3	.0102	3.9		21,016	.0074	1,215	5,389	4.7	4,432	26.9	8.8	30.0	22.1	31.7	35.9	7.5	13.4	3.9	19.8
Rock		9.6	.0057	2.7	3.1	15,985	.0056	1,665	5,920	3.1	5,200	22.6	6.3	28.5	17.8	32.3	31.3	10.1	18.3	6.5	29.3
Roseau		14.5	.0086	3.8		14,235	.0050	982	3,748	3.9	3,631	39.2	15.6	31.1	28.0	22.7	31.4	4.3	9.3	2.7	15.7
St. Louis	43	220.3	.1305	68.0	166.9	353,454	.1246	1,604	5,196	75.1	4,706	24.0	7.4	26.3	18.3	35.5	39.0	8.9	14.9	4.3	20.4
▲Duluth		107.4	.0636	33.1		192,155	.0677	1,789	5,805	38.6	4,974	23.5	6.8	24.6	16.1	36.8	37.2	9.9	15.8	5.2	24.1
Hibbing		17.8	.0105	5.5		31,142	.0110	1,750	5,662	6.0	5,191	17.3	4.8	22.9	14.4	44.7	43.2	10.1	15.5	5.0	22.1
Virginia		14.1	.0084	4.5		23,623	.0083	1,675	5,250	5.1	4,637	22.3	7.0	28.0	19.7	37.7	40.9	8.1	13.8	3.9	18.6
Scott		17.1	.0101	4.4	3.3	20,375	.0072	1,192	4,631	4.8	4,264	29.5	10.0	25.9	22.9	29.7	35.0	7.3	13.5	3.6	18.6
Sherburne		9.4	.0056	2.4	2.5	9,768	.0034	1,039	4,070	2.5	3,906	32.1	11.9	29.4	24.7	29.9	38.4	6.2	12.5	2.4	12.5
1 St. Cloud																					
Sibley		13.6	.0080	3.7		17,545	.0062	1,290	4,742	4.2	4,216	30.7	10.5	32.7	25.4	25.5	30.5	7.3	13.8	3.8	20.0

1 St. Cloud is in Benton, Sherburne and Stearns Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.

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This twin lives in a "well-stacked" market!*



**MISSISSIPPI RIVER . . .
FATHER OF WATERS . . .
DIVIDER OF MARKETS!**

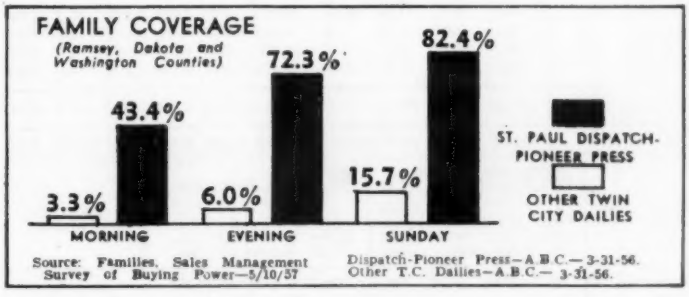
In the St. Paul Market* population has jumped to an all-time high of 516,300! Effective buying income is way up, too . . . to $399 million! And the average family income has soared to a far-above-average $6,099!

And if there's any one thing St. Paul people like to do, it's SPEND THAT MONEY from their fatter-than-ever pay envelopes! The fact is, more than 603 million retail dollars flow across the counters of merchants on the St. Paul side of the mighty Mississippi River every year!

Where do they get the urge for this gigantic spending splurge? Through the advertising columns of the ONE AND ONLY newspaper to saturate every big-spending inch of the prosperous St. Paul Market . . . the St. Paul Dispatch-Pioneer Press.

Want to pile up more SALES in this well-stacked market? We'll be happy to show you how to start 'em climbing! Just write Dept. L, St. Paul Dispatch-Pioneer Press.

*Ramsey, Dakota and Washington Counties
Source: May 10, 1957 Sales Management Survey of Buying Power



Source: Families, Sales Management Survey of Buying Power—5/10/57
Dispatch-Pioneer Press—A.B.C.—3-31-56.
Other T.C. Dailies—A.B.C.—3-31-56.

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MINNESOTA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Stearns		80.3	.0476	19.0	28.7	96,234	.0346	1,223	5,170	24.1	4,081	36.5	12.9	26.5	21.2	26.5	32.6	6.8	13.2	3.7	20.1
1 St. Cloud		30.9	.0183	7.9		48,050	.0169	1,555	6,082	10.6	4,546	31.3	9.9	24.8	17.9	30.8	34.0	8.4	14.6	4.7	23.6
Steele		22.0	.0130	6.4	12.0	29,748	.0105	1,352	4,648	6.8	4,406	28.4	9.3	29.6	21.9	31.4	35.8	6.4	11.6	4.2	21.4
Owatonna		12.0	.0071	3.5		17,940	.0063	1,495	5,126	4.0	4,494	26.6	8.6	29.0	21.0	33.5	37.5	6.6	11.6	4.3	21.3
Stevens		11.0	.0066	2.9	3.9	16,075	.0056	1,461	5,543	3.4	4,791	25.6	7.7	31.6	21.5	28.8	30.2	8.5	14.0	5.5	26.6
Swift		15.3	.0090	4.3	3.4	19,438	.0069	1,270	4,520	4.5	4,318	29.3	9.8	31.3	23.6	28.3	33.0	7.1	13.1	4.0	20.5
Todd		24.5	.0145	6.7	2.8	23,162	.0082	945	3,457	7.2	3,217	42.2	18.9	30.6	31.1	22.4	35.0	3.7	9.1	1.1	5.9
Traverse		7.3	.0044	2.0		9,146	.0032	1,253	4,573	2.0	4,481	31.8	-10.3	32.4	23.6	23.6	26.6	6.8	12.0	5.4	27.6
Wabasha		18.0	.0106	5.1	3.7	19,938	.0070	1,108	3,909	5.6	3,568	36.3	14.7	29.5	27.1	27.6	38.8	5.0	11.2	1.6	8.2
Wadena		13.7	.0081	3.7	4.3	14,380	.0051	1,050	3,886	4.1	3,469	38.3	16.0	35.6	33.3	19.9	28.9	4.1	9.4	2.1	12.4
Waseca		16.3	.0097	4.9	5.5	21,877	.0077	1,342	4,465	4.9	4,424	28.3	9.3	31.1	22.9	28.9	32.8	7.4	13.2	4.3	21.8
Washington		40.9	.0242	11.4	16.8	56,713	.0200	1,387	4,975	11.6	4,894	21.0	6.2	25.3	16.9	39.1	40.2	10.1	16.3	4.5	20.4
Stillwater		8.2	.0049	2.5		12,259	.0043	1,495	4,904	2.6	4,770	21.6	6.5	25.2	17.3	38.9	41.0	10.4	17.3	3.9	17.9
Watonwan		14.0	.0083	4.0	3.9	19,413	.0068	1,387	4,853	4.5	4,304	28.1	9.4	29.0	22.1	31.8	37.1	7.7	14.1	3.4	17.3
Wilkin		10.2	.0061	2.6	3.6	14,084	.0050	1,381	5,417	3.0	4,761	26.2	7.9	26.6	18.3	33.1	34.9	9.2	18.3	4.9	23.6
Winona		40.5	.0240	11.6	26.8	54,396	.0191	1,343	4,689	13.9	3,904	34.1	12.6	29.2	24.4	28.1	36.2	5.8	11.8	2.8	15.0
Winona		26.8	.0159	7.9		39,447	.0139	1,472	4,993	9.9	4,001	33.5	12.1	28.2	23.0	29.2	36.7	6.1	12.0	3.0	16.2
Wright		29.3	.0173	8.1		31,012	.0110	1,058	3,829	8.5	3,644	35.9	14.2	33.7	30.2	23.7	32.7	4.3	9.5	2.4	13.4
Yellow Medicine		16.2	.0096	4.6	2.0	20,418	.0072	1,260	4,439	4.8	4,219	27.5	9.4	32.8	25.4	30.0	35.7	6.4	12.1	3.3	17.4
Total Above Cities		1554.0	.9204	470.1		2,928,326	1.0317	1,884	6,229	557.3	5,254	22.7	6.3	23.5	14.6	36.7	35.1	10.8	16.3	6.3	27.7
State Total		3238.8	1.9186	934.7	1817.2	5,049,580	1.7794	1,559	5,402	1053.4	4,793	26.4	8.0	26.3	17.8	33.1	34.8	9.1	15.0	5.1	24.4

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Duluth-Superior	43	267.2	.1543	82.1	203.1	426,156	.1502	1,595	5,191
Minneapolis-St. Paul	92	1,295.9	.7678	391.4	1,124.3	2,510,128	.8858	1,937	6,413

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Areas		1,563.1	.9261	473.5	1,327.4	2,936,284	1.0348	1,879	6,201

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956														
		Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Aitkin		10,082	.0053	2,601	.0051	71	74	2,621	532	727	305	101	1,749	860	1,349	232
Anoka	92	30,958	.0160	2,037	.0249	75	48	9,847	2,448	2,315	1,359	1,140	4,123	3,251	2,971	1,097
Anoka		17,450	.0091		.0065	120	169	4,207	1,102	821	1,247	873	3,913	1,541	1,876	392
Becker		21,570	.0112	3,266	.0109	77	79	4,229	2,296	1,625	926	356	3,672	2,580	3,074	422
Detroit Lakes		15,801	.0082		.0050	135	222	2,671	1,846	1,306	888	216	3,313	1,648	2,009	361

1 St. Cloud is in Benton, Sherburne and Stearns Counties.

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Before using these figures, read foreword, page 11.

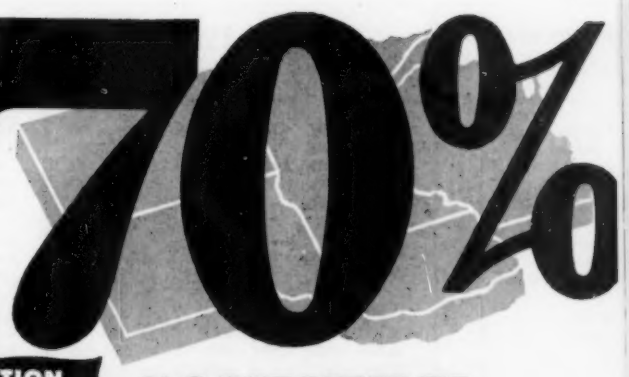
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MINNESOTA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Beltrami		25,015	.0130	3,674	.0113	77	88	5,201	1,451	1,840	1,379	317	5,212	1,144	2,885	816
Bemidji		20,989	.0109		.0072	114	173	4,187	941	1,379	1,292	305	4,357	852	2,449	779
Benton		16,057	.0084	3,734	.0076	75	83	3,680	1,134	662	177	475	748	2,397	3,798	377
1 St. Cloud																
Big Stone		9,401	.0049	3,760	.0044	83	92	1,824	634	913	209	301	1,007	785	2,570	224
Blue Earth		62,749	.0326	5,363	.0258	107	135	11,335	3,263	6,699	5,127	3,625	11,963	4,728	7,893	1,599
Mankato-North Mankato		*58,366*	*.0272*		*.0199*	*123*	*168*	*9,317*	*3,115*	*6,281*	*4,967*	*3,443*	*10,312*	*4,210*	*4,806*	*1,486*
Mankato		49,869	.0259		.0173	134	201	8,544	2,568	6,092	4,967	3,443	9,985	3,828	4,592	1,421
Brown		34,246	.0178	4,281	.0149	90	107	5,589	2,571	2,859	1,957	1,328	6,557	1,734	7,201	1,159
New Ulm		17,380	.0090		.0063	105	150	2,987	1,354	2,108	1,158	579	3,406	793	3,581	624
Carlton		24,432	.0126	3,647	.0123	83	85	6,880	1,420	3,012	580	1,191	5,387	1,795	2,192	607
Cloquet		13,866	.0072		.0059	116	141	4,428	611	1,066	481	828	3,538	951	1,179	397
Carver		18,351	.0096	3,598	.0097	87	86	3,485	1,663	1,097	317	653	2,597	2,184	3,014	482
Cass		13,887	.0072	2,671	.0071	64	65	3,724	1,227	1,222	211	101	2,307	1,255	1,917	381
Chippewa		22,015	.0114	4,586	.0094	95	115	3,559	1,108	1,891	1,115	610	3,441	2,001	4,461	440
Montevideo		14,414	.0075		.0046	128	208	2,419	591	1,680	1,032	528	2,997	1,449	2,223	332
Chisago		12,672	.0066	3,335	.0061	81	88	2,527	1,203	574	226	335	2,695	932	1,939	303
Clay		30,168	.0157	3,110	.0192	86	72	5,370	3,250	1,295	1,478	1,698	5,733	3,099	4,935	694
Moorhead		21,110	.0110		.0117	98	92	3,719	2,022	728	1,085	1,478	4,683	1,849	2,851	533
Clearwater		7,576	.0039	2,914	.0037	65	68	1,079	356	1,096	93	371	1,037	691	593	178
Cook		4,438	.0023	3,696	.0019	83	100	1,348	481	377	100	92	674	676	181	158
Cottonwood		19,506	.0102	4,240	.0092	97	107	2,117	697	1,844	983	480	4,277	1,257	4,332	420
Crow Wing		34,012	.0176	3,618	.0157	85	98	8,622	2,803	3,886	739	1,027	5,981	3,788	3,363	764
Brainerd		23,792	.0124		.0087	113	161	5,467	1,336	3,086	627	846	4,931	2,606	2,025	517
Dakota	92	56,368	.0293	3,458	.0315	88	82	10,567	4,556	1,249	1,163	2,480	17,581	3,909	9,146	1,263
South St. Paul		27,422	.0142		.0123	106	122	3,646	1,511	387	656	239	14,034	1,294	3,105	448
Dodge		12,552	.0065	3,566	.0059	80	88	2,104	877	879	214	147	2,077	926	3,267	388
Douglas		23,346	.0122	3,706	.0106	82	94	3,672	1,545	2,448	684	896	3,571	2,502	4,046	407
Alexandria		15,619	.0081		.0052	118	184	2,645	757	1,578	551	680	3,181	1,568	2,386	318
Faribault		39,282	.0204	5,381	.0155	103	135	5,999	2,123	2,033	928	1,015	4,606	2,301	9,822	694
Blue Earth		16,028	.0083		.0042	183	361	1,926	510	856	285	449	1,845	870	2,886	83
Fillmore		24,094	.0125	3,346	.0115	80	87	4,480	1,346	952	780	869	4,468	1,861	5,616	511
Freeborn		37,445	.0194	3,500	.0196	89	89	5,344	2,302	6,402	1,627	918	6,319	2,849	6,767	795
Albert Lea		24,965	.0130		.0104	111	138	3,912	1,670	5,218	1,627	825	4,162	2,094	2,925	795
Goodhue		39,532	.0206	3,914	.0185	90	100	7,054	2,496	3,540	1,717	1,837	7,996	2,504	6,030	947
Red Wing		18,758	.0097		.0075	114	147	3,941	1,203	2,041	1,070	1,385	3,860	1,228	1,738	477
Grant		10,704	.0055	3,823	.0048	83	95	1,415	609	753	257	169	2,178	1,064	3,106	198
Hennepin	92	1,071,301	.5565	4,565	.5320	117	123	214,815	82,067	221,691	78,621	58,729	170,893	59,895	70,842	37,379
2▲Minneapolis		907,982	.4717		.4060	125	146	163,437	69,820	214,763	71,440	51,373	148,702	45,868	47,746	29,948
Hopkins		26,439	.0137		.0089	144	221	5,258	1,613	177	826	772	11,576	1,220	3,205	522
Richfield		25,947	.0135		.0227	89	53	10,106	686	2,130	1,766	925	2,056	1,809	2,514	1,927
Robbinsdale		9,776	.0051		.0084	86	52	4,168	402	303	96	518	181	1,067	1,871	450
St. Louis Park		24,764	.0129		.0256	98	49	5,669	2,743	2,374	1,898	1,002	549	2,190	4,304	2,175
Houston		12,186	.0064	2,972	.0067	79	75	2,529	1,257	824	31	381	2,281	1,197	2,280	282
Hubbard		9,531	.0049	2,978	.0048	72	73	2,498	703	356	499	328	1,241	1,117	1,333	206
Isanti		12,372	.0064	4,758	.0049	80	105	2,051	468	1,403	105	248	1,895	909	2,256	384
Itasca		37,080	.0193	3,402	.0185	82	86	8,937	2,259	4,295	1,375	1,283	6,481	3,694	3,209	1,078
Grand Rapids		18,989	.0099		.0058	138	236	4,093	964	1,676	1,027	501	4,582	1,975	2,093	655
Jackson		16,829	.0087	3,740	.0084	90	94	3,408	744	1,535	587	451	2,901	638	3,994	431
Kanabec		6,663	.0035	2,776	.0035	71	71	1,201	351	240	484	241	2,023	489	905	174

1 St. Cloud is in Benton, Sherburne and Stearns Counties.
2 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under the heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.
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MINNESOTA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Kandiyohi		35,971	.0187	4,334	.0159	86	101	5,642	1,646	3,134	1,669	1,153	6,436	2,403	6,475	566
Willmar		22,702	.0118		.0080	125	154	4,036	936	2,163	1,456	1,112	5,227	1,625	3,115	472
Kittson		10,063	.0052	4,033	.0049	92	98	952	644	1,594	107	466	2,555	606	2,188	178
Koochiching		17,777	.0093	3,628	.0067	87	93	4,707	1,476	1,747	829	773	2,911	1,545	1,741	468
International		13,133	.0068		.0049	120	179	3,247	1,021	1,324	764	678	2,556	988	1,473	392
Lac Qui Parle		12,513	.0065	3,293	.0068	82	78	2,356	792	717	538	436	2,215	817	3,572	289
Lake		11,793	.0061	2,621	.0072	90	76	2,648	1,172	1,182	567	180	2,012	1,223	706	279
Lake of the Woods		4,231	.0022	3,526	.0020	77	85	733	606	358	129	...	445	297	1,093	157
Le Sueur		23,376	.0121	4,030	.0102	87	103	4,075	1,836	918	651	914	4,806	2,353	4,410	473
Lincoln		9,469	.0049	3,282	.0053	87	80	1,279	523	914	109	145	1,458	822	2,754	381
Lyon		30,510	.0159	4,487	.0137	97	113	5,269	1,310	2,280	1,501	1,247	5,671	1,674	6,462	745
Marshall		12,579	.0066		.0049	114	153	2,239	475	1,047	1,065	498	2,768	613	2,048	425
McLeod		31,428	.0163	4,490	.0134	92	112	4,930	1,974	2,162	1,068	964	5,712	2,431	7,421	744
Mahnomen		4,968	.0026	3,312	.0026	87	67	973	376	337	61	...	1,342	389	626	156
Marshall		12,614	.0066	3,077	.0065	72	72	1,764	906	849	432	161	2,436	1,009	4,075	176
Martin		37,937	.0196	4,684	.0166	99	119	6,733	2,031	4,340	1,936	2,061	6,570	2,175	6,953	927
Fairmont		25,111	.0130		.0082	134	213	4,446	1,414	4,027	1,810	1,544	4,512	1,444	2,605	515
Meeker		18,880	.0098	3,562	.0092	81	86	2,839	993	1,716	372	145	3,186	1,323	4,817	511
Mille Lacs		15,302	.0079	3,060	.0076	74	77	2,584	1,063	1,017	428	256	2,825	1,399	2,157	308
Morrison		22,403	.0116	3,295	.0110	70	74	3,760	1,923	2,155	865	618	2,723	2,820	3,266	710
Little Falls		13,572	.0071		.0047	109	165	2,428	973	954	853	542	1,729	1,480	1,571	626
Mower		51,400	.0268	4,047	.0287	99	100	8,765	3,409	3,951	2,725	3,030	9,509	2,949	8,295	1,313
Austin		35,419	.0184		.0179	113	116	7,174	2,507	3,403	2,665	2,126	8,354	1,814	3,140	1,165
Murray		13,691	.0071	3,042	.0081	79	70	2,472	681	1,126	196	261	1,965	865	3,133	248
Nicollet		14,899	.0077	2,709	.0104	75	86	3,251	1,736	1,137	312	723	1,875	1,188	2,752	553
See Mankato-North Mankato																
Nobles		35,310	.0183	5,350	.0144	103	131	6,270	1,478	2,640	1,843	738	5,412	2,821	6,186	483
Worthington		22,547	.0117		.0073	133	213	4,539	766	2,214	1,800	658	4,893	1,547	3,461	397
Norman		11,027	.0056	3,557	.0055	80	84	1,959	574	974	228	195	2,065	714	2,727	199
Olmsted		74,028	.0384	5,403	.0316	108	132	9,895	5,827	10,008	6,296	6,126	13,123	4,577	6,704	3,512
Rochester		66,056	.0343		.0248	130	180	9,128	5,231	9,355	6,259	4,602	12,816	4,056	4,276	3,412
Otter Tail		43,834	.0228	3,321	.0221	76	78	7,457	2,823	3,283	2,847	1,923	8,772	3,593	8,611	1,306
Fergus Falls		21,483	.0112		.0082	98	133	3,538	1,109	2,453	2,227	1,367	4,648	1,658	2,182	632
Pennington		16,304	.0085	4,529	.0069	88	109	2,862	752	1,836	878	1,002	3,433	806	2,111	603
Thief River Falls		15,752	.0082		.0055	117	174	2,833	636	1,624	878	1,002	3,433	699	2,111	603
Pine		14,507	.0076	3,087	.0072	73	76	2,482	1,077	801	252	359	2,215	1,517	3,294	284
Pipestone		20,770	.0108	4,830	.0097	93	115	3,467	967	1,880	562	722	4,834	1,192	4,804	322
Pipestone		14,066	.0073		.0043	126	215	1,750	659	1,453	497	680	4,125	734	2,684	297
Polk		38,471	.0200	3,664	.0192	86	89	7,948	3,279	2,810	1,287	1,749	5,742	4,172	6,814	936
See Grand Forks (N. D.)-East Grand Forks (Minn.)																
Crookston		14,887	.0077		.0059	111	145	2,437	941	1,206	763	1,345	3,083	1,363	2,572	495
Pope		8,367	.0043	2,461	.0051	71	60	1,904	587	672	359	20	1,582	486	1,738	226
Ramsey	92	614,137	.3171	4,107	.2681	109	109	114,087	34,676	113,162	36,063	27,271	74,435	30,878	25,801	18,605
2▲St. Paul		488,977	.2540		.2314	116	128	104,597	32,366	112,091	35,174	26,373	73,609	28,190	21,714	17,597
Red Lake		6,030	.0031	4,020	.0027	73	84	979	441	281	224	153	633	492	1,793	...
Redwood		28,793	.0150	4,499	.0127	94	111	3,926	1,390	2,773	940	811	5,137	1,766	6,658	896
Redwood Falls		13,850	.0072		.0043	139	232	1,872	384	2,139	671	378	3,581	669	1,891	326
Renville		29,002	.0151	4,143	.0135	91	101	4,217	1,538	1,282	489	602	5,680	2,402	7,818	530
Rice		32,228	.0167	3,429	.0184	79	72	6,410	2,172	3,022	1,925	1,331	6,457	2,838	4,764	936
Faribault		19,976	.0104		.0069	87	102	3,876	1,329	2,518	1,070	904	4,646	1,881	2,196	559
Rock		14,042	.0073	5,201	.0061	107	126	1,790	588	1,609	554	526	2,389	1,169	2,463	162
Roseau		11,204	.0058	2,948	.0060	70	67	2,000	654	792	478	266	1,436	755	3,729	283
St. Louis	43	280,069	.1451	3,825	.1259	99	104	62,892	18,409	40,612	19,013	13,319	44,796	16,251	14,033	7,425
▲Duluth		151,988	.0790		.0703	111	124	33,611	10,260	28,871	12,554	7,964	23,577	9,525	4,893	4,812
Hibbing		28,425	.0148		.0120	114	141	7,477	1,464	3,465	2,037	1,708	6,768	1,019	1,961	672
Virginia		27,803	.0144		.0102	121	171	6,892	1,647	2,596	2,180	1,801	5,583	1,936	2,039	705
Scott		20,272	.0105	4,607	.0088	87	104	3,095	1,860	3,869	219	453	3,713	1,386	2,551	383
Sherburne		9,597	.0050	3,999	.0043	77	89	1,550	533	202	242	119	2,216	1,218	1,654	230
1 St. Cloud																
Sibley		15,539	.0081	4,200	.0071	89	101	2,052	1,364	1,491	117	184	3,116	857	4,180	414
Stearns		80,297	.0417	4,228	.0353	83	88	11,998	8,412	12,239	4,066	2,716	16,077	4,560	12,313	2,841
1 St. Cloud		52,234	.0271		.0202	110	145	6,632	2,762	8,917	3,471	2,353	11,197	3,423	7,222	2,208
Steele		28,056	.0146	4,394	.0123	95	112	5,156	1,576	1,885	886	979	5,522	3,302	4,550	681
Owatonna		18,270	.0095		.0074	104	134	2,677	852	1,672	946	652	4,347	2,073	2,834	505
Stevens		12,393	.0064	4,273	.0060	91	97	2,037	773	1,187	482	509	2,731	638	2,896	269

1 St. Cloud is in three counties: Benton, Sherburne, and Stearns.
2 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under the heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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Minnesota's
BILLION DOLLAR FRONTIER
The Duluth-Superior Market

The heart of the taconite industry—converting low-grade iron ore into high-grade ore—is the scene of mammoth developments, financed by the major steel companies.

These companies have already spent over a half-billion dollars building new towns, harbors, railroads and processing plants. During the next decade they will up this figure to $2 billion, which will result in some 10,000 people employed in the plants, with an annual payroll of $50 million at present wage rates.

Sales Management* figures for the 10-county trade area reflect these huge sums:

Effective Buying Income . $607,354,000

Retail Sales $490,318,000

Only the Duluth newspapers give you adequate coverage of this big rich market. Combined daily circulation of The Herald and News-Tribune covers 61% of the 125,200 families. The Sunday News-Tribune reaches 56%. To sell Minnesota, you must use the Duluth newspapers.

*1957 Sales Management "Survey of Buying Power"

DULUTH HERALD
Duluth News-Tribune

Represented Nationally by RIDDER-JOHNS, INC.

• NEW YORK • CHICAGO • DETROIT • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

MINNESOTA.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES— SM ESTIMATES, 1956

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Swift		19,529	.0102	4,542	.0083	92	113	3,040	892	1,372	495	441	3,350	1,799	4,491	329
Todd		18,676	.0097	2,787	.0099	88	67	3,640	1,251	1,178	629	304	3,296	1,447	2,977	442
Traverse		9,941	.0051	4,971	.0040	91	116	1,535	450	734	290	163	1,089	778	2,819	186
Wabasha		17,673	.0092	3,465	.0084	79	87	3,611	1,340	833	782	228	2,819	716	4,572	324
Wadena		18,945	.0099	5,120	.0072	89	122	2,562	1,025	2,042	483	408	4,295	961	3,942	318
Waseca		16,675	.0086	3,403	.0083	86	89	2,930	1,240	1,281	555	558	2,534	1,381	4,578	386
Washington		32,717	.0170	2,870	.0200	83	70	8,250	3,200	2,183	615	843	5,913	2,992	5,270	946
Stillwater		15,901	.0083		.0056	114	169	4,171	775	1,432	528	556	3,393	1,014	2,262	580
Watonwan		17,209	.0090	4,302	.0077	93	108	3,185	906	1,375	388	653	2,345	1,325	4,625	478
Wilkin		9,114	.0047	3,506	.0052	86	77	2,062	823	308	242	282	1,254	838	2,177	284
Winona		41,258	.0214	3,557	.0207	86	89	7,724	3,802	4,949	2,304	1,880	8,935	1,804	4,415	1,050
Winona		33,303	.0173		.0153	96	109	5,924	2,677	4,468	2,200	1,631	7,578	1,467	2,644	953
Wright		27,578	.0143	3,464	.0133	77	83	5,348	1,996	2,174	532	902	5,588	1,720	5,271	872
Yellow Medicine		15,207	.0079	3,306	.0079	82	82	3,160	1,140	806	836	231	2,430	1,043	4,086	412
Total Above Cities		2,430,499	1.2674		1.0804	117	138	472,954	165,437	449,161	176,787	128,949	438,274	145,918	178,452	81,470
State Total		3,754,444	1.9603	4,017	1.8585	97	102	736,388	284,028	542,409	209,186	183,656	635,635	254,012	448,590	111,713

METRO. AREAS		RETAIL SALES— SM ESTIMATES, 1956														
Duluth-Superior	43	307,128	.1596	3,741	.1546	98	101	76,010	24,061	45,036	21,399	15,760	83,677	19,629	16,541	8,962
Minneapolis-St. Paul	92	1,672,761	.8689	4,274	.8565	112	113	349,316	123,745	338,557	117,226	87,900	267,032	97,933	108,580	58,344
Total Above Areas		1,979,889	1.0285	4,181	1.0111	109	111	425,326	147,806	383,593	138,625	103,360	320,709	117,562	125,121	67,306

MISSISSIPPI — (Other East South Central States: Alabama, Kentucky, Tennessee.)

Map, page 468

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Biloxi	Harrison	58.3	417	93	114	10	38	20	28	41	17	13
Brookhaven	Lincoln	10.3	185	52	16	17	21	14	19	19	8	5
Clarksdale	Coahoma	20.4	299	70	36	26	32	21	18	25	16	12
Cleveland	Bolivar	8.3	150	30	23	17	10	9	10	21	11	3
Columbia	Marion	7.3	143	37	21	16	7	9	12	14	8	6
Columbus	Lowndes	25.0	273	89	37	22	19	16	18	19	13	9
Corinth	Alcorn	11.3	270	67	31	9	27	17	24	26	21	11
Greenville	Washington	35.9	374	134	49	29	35	22	14	33	17	10
Greenwood	Leflore	19.5	287	65	32	39	28	25	15	34	17	6
Gulfport	Harrison	29.4	355	86	59	27	27	25	19	45	18	11
Hattiesburg	Forrest	34.8	408	85	82	29	26	31	27	47	25	15
Jackson	Hinds	122.6	1,054	212	181	104	119	58	44	121	39	56
Kosciusko	Attala	8.3	144	38	5	12	11	10	10	20	15	5
Laurel	Jones	29.1	322	75	45	27	24	18	24	40	12	12
McComb	Pike	10.9	208	42	23	21	17	13	22	19	14	6
Meridian	Lauderdale	47.1	541	140	71	56	43	30	31	57	26	28
Natchez	Adams	26.5	298	89	57	16	31	17	17	24	7	10
Pascagoula	Jackson	18.9	175	54	45	6	15	14	10	13	6	3
Tupelo	Lee	14.8	239	57	22	14	22	14	24	28	16	7
Vicksburg	Warren	32.1	375	106	52	32	38	23	17	38	12	10
Yazoo	Yazoo	11.7	153	32	12	13	20	10	13	25	15	7

COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/57 SM: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family
Adams		34.1	.0202	9.5	26.5	45,829	.0161	1,344	4,824
Natchez		26.5	.0157	7.8		39,306	.0139	1,483	5,039
Alcorn		26.2	.0155	7.4	11.3	24,219	.0085	924	3,273
Corinth		11.3	.0067	3.6		14,607	.0051	1,293	4,058
Amite		16.9	.0100	4.2		12,261	.0044	726	2,919
Attala		22.5	.0134	5.6	8.3	18,625	.0058	739	2,969
Kosciusko		8.3	.0049	2.5		8,873	.0031	1,069	3,549
Benton		7.7	.0045	1.9		4,953	.0018	643	2,607
Bolivar		59.5	.0353	15.7	8.3	47,474	.0167	798	3,024
Cleveland		8.3	.0049	2.4		11,543	.0041	1,391	4,810
Calhoun		15.0	.0089	3.8		11,467	.0040	764	3,018
Carroll		12.8	.0076	3.1		8,091	.0029	632	2,610
Chickasaw		16.3	.0096	4.1		12,448	.0044	764	3,038
Choctaw		8.9	.0053	2.3		5,805	.0020	652	2,524
Claiborne		10.7	.0063	2.6	2.6	9,631	.0034	900	3,704
Clarke		17.4	.0103	4.4		11,702	.0041	673	2,660
Clay		15.6	.0093	3.9	5.8	11,618	.0041	745	2,979
Coahoma		53.3	.0315	14.6	20.4	50,682	.0179	951	3,471
Clarksdale		20.4	.0121	6.2		26,780	.0094	1,313	4,319
Copiah		27.6	.0164	7.2	6.8	22,533	.0079	816	3,130
Covington		14.7	.0087	3.4		9,348	.0033	636	2,749

Income Breakdown of Consumer Spending Units

COUNTIES CITIES	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&ovr % Units	$10,000&ovr % Inc.
Adams	11.3	4,041	40.5	15.3	26.5	22.6	23.3	30.7	8.3	13.0	3.4	18.4
Natchez	9.5	4,124	39.5	14.6	26.4	22.1	23.9	30.8	8.6	13.4	3.6	19.1
Alcorn	7.9	3,047	53.4	26.8	29.1	32.7	13.5	23.6	2.4	6.7	1.6	10.2
Corinth	4.1	3,555	45.3	19.5	30.7	29.7	17.8	26.6	3.6	8.4	2.6	15.8
Amite	4.2	2,896	60.7	32.0	24.5	29.2	10.8	19.8	2.1	6.1	1.9	12.9
Attala	6.2	2,701	60.8	34.4	25.8	33.0	10.5	20.6	1.9	5.8	1.0	6.2
Kosciusko	2.8	3,227	51.5	24.4	27.7	29.6	15.7	25.9	3.2	8.3	1.9	11.8
Benton	2.1	2,388	66.1	42.3	25.7	37.1	7.1	15.9	.8	2.7	.3	2.0
Bolivar	17.5	2,713	65.8	37.1	21.3	27.0	9.0	17.6	2.3	7.1	1.6	11.2
Cleveland	3.3	3,461	52.7	23.3	24.6	24.5	15.5	23.7	4.3	10.5	2.9	18.0
Calhoun	4.3	2,696	57.4	32.5	30.0	38.4	10.4	20.4	1.6	5.0	.6	3.7
Carroll	3.2	2,493	67.5	41.4	22.9	31.6	7.4	15.8	1.2	3.9	1.0	7.3
Chickasaw	4.6	2,713	62.8	35.2	24.9	31.7	9.2	17.9	2.0	6.3	1.3	8.9
Choctaw	2.3	2,490	66.5	40.7	24.0	33.1	7.7	16.5	.9	3.2	.9	6.5
Claiborne	3.8	2,540	68.5	41.2	20.9	28.4	7.7	16.1	1.6	5.2	1.3	9.1
Clarke	4.4	2,684	62.4	35.5	25.0	32.1	9.7	19.3	1.8	5.5	1.1	7.6
Clay	4.2	2,770	59.3	32.7	26.2	32.8	11.5	22.1	1.9	5.7	1.1	6.9
Coahoma	16.4	3,086	58.5	29.0	23.4	26.1	12.7	21.8	3.2	8.8	2.2	14.5
Clarksdale	7.5	3,593	49.3	21.0	25.4	24.2	17.8	28.4	4.6	10.7	2.9	17.7
Copiah	8.3	2,726	61.4	34.4	25.5	32.3	10.1	19.6	1.8	5.4	1.2	8.3
Covington	3.6	2,627	60.5	35.2	27.4	35.9	10.1	20.5	1.3	4.2	.7	4.2

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Before using these figures, read foreword, page 11.

37.5% OF ALL RETAIL SALES

. . . in Mississippi are made in the area where the

CLARION-LEDGER and . . . JACKSON DAILY NEWS

reach from 10% to 90% of all homes*

***22.5% of all sales were made where from 20% to 90% of homes are reached daily!**

THE CLARION★LEDGER AND JACKSON DAILY★NEWS

Mississippi's First Newspapers

Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MISS. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
De Soto		21.8	.0129	5.4		15,024	.0053	689	2,782	5.7	2,646	66.4	38.3	21.1	27.6	9.3	18.6	1.8	5.7	1.4	9.8
Forrest		49.9	.0296	14.3	34.8	58,466	.0206	1,172	4,089	16.6	3,521	42.7	18.5	29.0	28.4	22.1	33.3	4.5	10.8	1.7	9.0
Hattiesburg		34.8	.0206	10.0		45,520	.0160	1,308	4,552	12.9	3,534	43.2	18.6	28.4	27.8	21.9	32.9	4.7	11.1	1.8	9.6
Franklin		9.7	.0057	2.5		8,609	.0030	888	3,444	2.9	2,937	51.7	26.9	30.0	35.2	15.2	27.5	2.4	6.8	.7	3.6
George		10.6	.0063	2.6		6,965	.0025	657	2,679	2.6	2,703	55.2	31.2	31.7	40.3	11.6	22.9	1.2	3.7	.3	1.9
Greene		7.2	.0043	1.8		4,662	.0016	648	2,590	1.8	2,549	62.4	37.4	26.8	36.2	9.2	19.3	.9	3.0	.7	4.1
Grenada		18.5	.0109	4.8	7.4	16,492	.0069	891	3,436	5.4	3,062	51.3	25.4	26.7	29.9	16.0	31.0	3.0	8.1	1.0	5.6
Hancock		11.1	.0066	2.9	4.4	10,787	.0037	970	3,713	3.8	3,069	55.6	27.7	26.7	30.2	13.1	22.7	2.8	7.7	1.8	11.7
Harrison	182	112.9	.0669	29.5	102.4	163,694	.0577	1,450	5,549	45.7	3,579	44.7	19.1	28.8	27.8	19.5	26.9	4.7	10.9	2.3	13.3
△*Biloxi-Gulfport*		*87.7*	*.0519*	*18.2*		*140,458*	*.0496*	*1,608*	*7,717*												
△Gulfport		29.4	.0174	8.4		37,062	.0131	1,261	4,412	9.5	3,931	36.8	14.3	30.7	27.1	24.4	33.0	5.5	11.8	2.6	13.6
△Biloxi		58.3	.0345	9.8		103,396	.0364	1,774	10,551	29.8	3,470	47.1	20.7	28.3	28.2	18.0	27.6	4.4	10.5	2.2	13.0
Hinds	98	163.7	.0970	44.9	124.8	240,024	.0846	1,466	5,340	56.2	4,274	37.8	13.5	28.1	22.6	23.3	28.9	6.7	13.2	4.1	21.8
▲Jackson		122.6	.0726	34.8		199,593	.0703	1,628	5,735	45.6	4,376	36.1	12.6	28.6	22.6	23.9	29.0	7.0	13.4	4.4	22.4
Holmes		28.7	.0170	7.1	2.8	20,001	.0071	697	2,817	8.0	2,505	69.1	42.1	20.9	28.7	7.4	15.7	1.4	4.8	1.2	8.7
Humphreys		20.4	.0120	4.9	3.7	13,678	.0048	670	2,791	5.6	2,463	69.0	42.8	21.8	30.5	6.9	14.9	1.2	4.0	1.1	7.8
Issaquena		4.3	.0026	1.1		2,766	.0009	643	2,515	1.3	2,144	76.8	54.7	17.8	28.7	4.0	9.8	.9	3.6	.5	3.2
Itawamba		14.4	.0085	3.7		10,404	.0037	723	2,812	3.9	2,650	60.0	34.6	27.7	36.0	10.2	20.4	1.3	4.3	.8	4.7
Jackson		41.2	.0244	11.3	23.2	41,962	.0148	1,018	3,713	11.8	3,603	38.4	16.3	31.3	30.0	24.6	36.3	4.1	9.4	1.6	8.0
Pascagoula		18.9	.0112	5.2		20,923	.0074	1,107	4,024	5.7	3,662	37.0	15.4	31.4	29.6	25.8	37.5	4.2	9.6	1.6	7.9
Jasper		17.8	.0106	4.1		11,214	.0040	630	2,735	4.5	2,491	66.1	40.5	23.3	32.3	8.8	18.7	1.1	3.7	.7	4.8
Jefferson		9.5	.0056	2.5		6,078	.0021	640	2,431	2.6	2,341	70.4	45.9	21.1	31.1	7.0	15.8	1.0	3.7	.5	3.5
Jefferson Davis		14.7	.0087	3.5		8,838	.0031	601	2,525	3.6	2,443	65.1	40.7	25.0	35.2	8.5	18.5	1.1	3.9	.3	1.7
Jones		63.2	.0375	17.1	33.0	53,900	.0225	1,011	3,737	18.7	3,409	46.1	20.6	30.8	31.2	17.6	27.5	3.4	8.4	2.1	12.3
Laurel		29.1	.0172	8.3		37,234	.0131	1,280	4,486	10.2	3,651	43.9	18.3	30.1	28.6	19.1	27.8	4.2	9.5	2.7	15.8
Kemper		13.2	.0078	3.0		7,787	.0028	590	2,596	3.4	2,287	72.0	48.1	20.7	31.3	5.6	13.0	1.1	3.9	.6	3.7
Lafayette		21.1	.0125	5.1	3.7	22,081	.0077	1,046	4,330	7.6	2,892	61.0	32.2	24.0	28.6	10.3	18.9	3.0	8.6	1.7	11.7
Lamar		13.0	.0077	3.3		10,328	.0037	794	3,129	3.5	2,962	50.7	26.1	31.5	38.9	14.9	28.7	2.0	5.5	.9	4.8
Lauderdale		66.0	.0391	19.5	47.1	75,052	.0264	1,137	3,849	20.9	3,589	44.2	18.8	28.9	27.8	20.4	30.1	4.2	9.9	2.3	13.4
Meridian		47.1	.0279	14.2		60,195	.0212	1,278	4,239	16.2	3,714	42.5	17.5	28.9	26.8	21.4	30.6	4.6	10.4	2.6	14.7
Lawrence		11.1	.0065	2.7		7,825	.0028	705	2,898	3.0	2,602	61.3	36.0	26.4	35.1	10.1	20.6	1.6	5.0	.6	3.3
Leake		19.2	.0114	4.8		12,538	.0044	653	2,612	5.0	2,485	68.4	42.0	22.2	30.8	7.0	15.0	1.3	4.5	1.1	7.7
Lee		38.9	.0231	10.9	14.8	37,918	.0134	975	3,479	11.7	3,238	51.3	24.2	27.5	29.3	16.1	26.4	3.2	8.2	1.9	11.9
Tupelo		14.8	.0088	4.5		21,109	.0074	1,426	4,691	5.5	3,832	44.6	17.8	27.6	24.9	19.8	27.4	4.5	9.9	3.5	20.0
Leflore		48.9	.0289	12.8	19.5	49,524	.0174	1,013	3,869	14.9	3,320	56.5	28.0	23.6	24.5	13.2	21.2	3.8	9.6	2.9	18.7
Greenwood		19.5	.0116	6.1		30,537	.0108	1,566	5,006	7.5	4,077	43.7	16.4	26.9	22.7	19.3	25.2	5.8	11.9	4.3	23.8
Lincoln		27.2	.0161	7.3	10.3	28,167	.0092	962	3,585	7.5	3,506	48.7	21.2	28.1	27.7	16.8	25.5	3.6	8.6	2.8	17.0
Brookhaven		10.3	.0061	2.9		14,214	.0050	1,380	4,901	3.6	3,952	44.1	17.0	28.4	24.8	19.1	25.6	4.3	9.2	4.1	23.4
Lowndes		40.6	.0241	10.7	25.0	38,018	.0134	936	3,553	12.2	3,114	53.9	29.4	26.7	29.7	14.6	24.8	3.0	8.1	1.8	11.0
Columbus		25.0	.0148	7.0		29,093	.0103	1,164	4,156	9.1	3,205	52.6	25.1	27.1	29.0	15.1	25.1	3.3	8.7	1.9	12.1
Madison		29.8	.0176	7.1	6.3	21,995	.0078	738	3,098	8.0	2,762	64.1	35.4	22.5	28.0	9.6	18.5	2.2	6.8	1.6	11.3
Marion		22.2	.0132	5.8	7.3	18,580	.0065	837	3,203	6.3	2,971	55.5	28.5	27.3	31.7	13.2	23.6	2.6	7.2	1.4	9.0
Columbia		7.3	.0043	2.4		9,146	.0032	1,253	3,811	2.6	3,559	47.7	20.5	28.1	27.2	16.8	25.1	4.7	11.0	2.7	16.2

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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MISS. COUNTIES CITIES (continued)	Metropolitan Area	POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Marshall		23.3	.0138	5.3	3.0	14,763	.0082	634	2,785	6.1	2,431	70.6	44.3	20.5	29.1	6.6	14.5	1.2	4.2	1.1	7.9
Monroe		33.2	.0197	9.0	9.6	25,633	.0091	772	2,849	9.1	2,806	59.6	31.9	26.0	31.9	12.3	23.4	2.0	5.9	1.1	6.9
Montgomery		13.5	.0080	3.5	3.2	10,221	.0036	757	2,920	3.7	2,754	58.7	32.6	25.8	32.1	12.4	24.0	2.4	7.4	.7	3.9
Neshoba		22.6	.0134	5.9	4.0	15,540	.0054	688	2,634	6.0	2,610	62.9	36.8	24.1	31.8	10.8	21.9	1.5	4.9	.7	4.6
Newton		20.6	.0122	5.2	2.6	15,233	.0054	739	2,929	6.0	2,553	63.9	38.2	24.8	33.5	9.0	18.7	1.6	5.4	.7	4.2
Noxubee		17.7	.0104	4.1		11,850	.0041	658	2,841	4.6	2,508	67.7	41.2	21.3	29.4	8.1	17.1	2.1	6.9	.8	5.4
Oktibbeha		25.3	.0150	6.2	7.4	25,432	.0090	1,005	4,102	8.6	2,943	59.9	31.1	22.3	26.2	12.9	23.2	3.3	9.3	1.6	10.2
Panola		31.5	.0187	8.0		22,755	.0080	722	2,844	8.4	2,702	62.1	35.1	23.8	30.4	10.8	21.2	2.3	7.0	1.0	6.3
Pearl River		20.6	.0122	5.5	6.8	19,277	.0068	936	3,505	6.1	3,175	48.1	23.1	32.6	35.4	15.2	25.4	2.5	6.7	1.6	9.4
Perry		8.5	.0050	2.1		5,523	.0019	650	2,630	2.2	2,548	61.7	37.0	27.7	37.4	9.4	19.6	.6	2.0	.6	4.0
Pike		33.7	.0200	9.1	10.9	31,277	.0111	928	3,437	9.7	3,235	48.5	22.9	29.3	31.3	17.2	28.2	3.5	9.0	1.5	8.6
McComb		10.9	.0065	3.3		14,710	.0052	1,350	4,458	3.7	3,970	37.8	14.5	28.6	24.9	24.9	33.3	5.9	12.4	2.8	14.9
Pontotoc		17.7	.0105	4.7		12,906	.0045	729	2,748	4.8	2,686	60.0	34.3	27.5	35.8	10.3	20.5	1.4	4.4	.8	5.2
Prentiss		17.5	.0103	4.6	2.9	14,006	.0049	800	3,045	5.0	2,784	55.2	30.3	31.8	39.4	10.4	19.8	1.7	5.0	.9	5.5
Quitman		24.3	.0144	6.2		15,976	.0057	657	2,577	6.4	2,493	68.5	42.0	21.2	29.3	7.6	16.2	1.7	5.6	1.0	6.9
Rankin		27.7	.0165	8.8		20,286	.0071	732	3,495	6.8	2,997	54.9	28.0	26.4	30.3	14.3	25.4	3.1	8.7	1.3	7.6
Scott		19.7	.0116	4.9	2.6	14,116	.0050	717	2,881	5.1	2,744	58.3	32.5	26.4	35.6	10.5	20.4	1.8	5.5	1.0	6.0
Sharkey		11.2	.0067	2.7		8,249	.0029	737	3,055	3.2	2,586	66.5	39.3	22.3	29.7	8.1	16.7	1.9	6.1	1.2	8.2
Simpson		20.3	.0120	5.1		14,087	.0050	694	2,762	5.4	2,618	60.4	35.3	26.9	35.4	10.5	21.4	1.7	5.3	.5	2.6
Smith		14.4	.0085	3.5		8,481	.0029	588	2,417	3.7	2,312	67.9	44.9	25.5	37.8	5.7	13.1	.7	2.7	.2	1.5
Stone		6.0	.0036	1.5		5,852	.0021	975	3,901	1.8	3,217	49.5	23.5	30.4	32.8	15.4	25.4	2.9	7.6	1.8	10.9

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MISSISSIPPI'S SECOND LARGEST—AND FASTEST GROWING MARKET—

BILOXI-GULFPORT

Has More Effective Buying Income per Family Than Any Other Market in Mississippi!

Audited Reports show this rich market is

Biloxi-Gulfport Metropolitan area: $5549.00 (E.B.I. per family)... $2011.00 greater than state average!

Covered only by **The BILOXI-GULFPORT DAILY HERALD**

95% Carrier Home Delivered in Harrison County. 93% Carrier Home Delivered in Total Circulation.

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MISS. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Sunflower		56.8	.0336	13.8	4.5	39,137	.0138	689	2,836	14.9	2,623	65.7	38.2	22.6	29.7	8.4	17.1	2.1	6.6	1.2	8.4
Tallahatchie		27.1	.0161	6.8	2.3	18,856	.0066	696	2,773	7.4	2,540	67.5	40.6	21.8	29.5	7.9	16.5	1.7	5.6	1.1	7.8
Tate		17.0	.0100	4.2		12,785	.0045	752	3,044	4.7	2,698	67.6	38.3	19.8	25.3	8.9	17.5	1.9	5.8	1.8	13.1
Tippah		16.6	.0099	4.1		11,935	.0043	719	2,911	4.6	2,617	62.5	36.5	26.0	34.2	9.2	18.7	1.3	4.3	1.0	6.3
Tishomingo		13.2	.0078	3.5		9,533	.0033	722	2,724	3.7	2,598	58.7	34.5	29.8	39.6	9.9	20.2	1.3	4.1	.3	1.6
Tunica		22.6	.0134	5.8		17,059	.0060	755	2,941	6.6	2,580	66.4	39.3	23.7	31.6	7.3	15.1	1.2	3.9	1.4	10.1
Union		19.5	.0115	5.5	3.6	15 580	.0055	799	2,833	5.6	2,789	58.3	32.3	28.1	35.0	10.6	20.5	2.0	6.1	1.0	6.1
Walthall		13.5	.0080	3.2		8,583	.0030	636	2,682	3.4	2,548	64.1	38.4	25.5	34.6	8.2	17.1	1.3	4.3	.9	5.6
Warren		41.5	.0246	13.1	32.1	52,412	.0185	1,263	4,001	14.6	3,583	48.1	20.5	24.7	23.7	19.4	28.6	5.3	12.4	2.5	14.6
Vicksburg		32.1	.0190	10.3		44,411	.0156	1,384	4,312	12.1	3,677	47.0	19.5	24.7	23.2	20.0	28.9	5.6	12.8	2.7	15.6
Washington		70.6	.0418	20.0	38.2	70,456	.0248	998	3,523	22.4	3,143	57.1	27.7	24.4	26.9	13.0	22.0	3.2	8.4	2.3	15.0
Greenville		35.9	.0213	10.7		43,261	.0152	1,205	4,043	12.6	3,445	51.9	23.0	26.5	26.5	14.9	23.0	3.8	9.3	2.9	18.2
Wayne		15.7	.0093	3.6	3.1	10,246	.0036	653	2,846	4.0	2,535	62.6	37.7	26.1	35.6	9.7	20.4	1.1	3.6	.5	2.7
Webster		10.8	.0064	2.8		7,901	.0028	732	2,822	3.0	2,624	63.4	36.9	24.6	32.3	8.9	18.1	2.2	7.0	.9	5.7
Wilkinson		12.8	.0076	3.0		8,687	.0031	679	2,896	3.1	2,837	61.3	33.0	25.7	31.1	9.1	17.1	2.1	6.3	1.8	12.5
Winston		20.6	.0122	5.1	5.0	15,267	.0054	742	2,997	5.5	2,789	60.7	33.2	25.1	31.1	11.0	21.0	1.8	5.3	1.4	9.4
Yalobusha		13.4	.0080	3.5	2.9	9,969	.0035	744	2,848	3.6	2,793	60.7	33.2	24.1	29.8	11.8	22.4	2.1	6.2	1.3	8.4
Yazoo		33.7	.0199	8.5	11.7	25,954	.0091	770	3,053	9.3	2,778	63.1	34.7	22.9	28.5	10.1	19.2	2.3	7.0	1.6	10.6
Yazoo		11.7	.0069	3.5		12,808	.0045	1,095	3,659	4.0	3,230	55.0	26.0	25.7	27.4	13.3	21.9	3.7	9.6	2.3	15.1
Total Above Cities		582.5	.3450	163.9		824,321	.2903	1,415	5,029	217.6	3,789	43.5	17.5	28.0	25.6	20.4	28.6	5.1	11.3	3.0	17.0
State Total		2144.7	1.2705	560.7	716.6	1,981,666	.6982	924	3,536	637.7	3,107	55.0	27.0	26.0	28.9	14.1	24.1	3.1	8.4	1.8	11.6

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Biloxi-Gulfport	182	112.9	.0689	29.5	102.4	163,694	.0577	1,450	5,549
Jackson	68	183.7	.0970	44.9	124.8	240,024	.0846	1,486	5,346

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Areas		278.6	.1639	74.4	227.2	403,718	.1423	1,480	6,426

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Prediction	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		37,198	.0194	3,916	.0179	89	96	7,940	3,283	3,522	3,438	2,248	7,256	2,797	2,341	1,425
Natchez		34,605	.0180		.0155	99	115	7,138	2,627	3,037	3,438	2,196	7,256	2,312	2,226	1,425
Alcorn		22,364	.0116	3,022	.0108	70	75	3,720	723	1,342	1,724	1,525	6,648	1,669	2,034	784
Corinth		21,333	.0111		.0072	107	166	3,355	590	1,215	1,724	1,482	6,567	1,416	2,034	738
Amite		7,830	.0040	1,864	.0054	54	40	1,160	120	1,562	22	12	3,461	438	256	149
Attala		14,438	.0075	2,578	.0078	58	56	3,678	218	1,252	1,399	750	3,490	1,051	1,494	366
Kosciusko		13 143	.0068		.0046	94	130	3,206	188	1,072	1,399	750	3,322	864	1,404	366

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RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Benton		1,000	.0006	526	.0020	44	13	192	20	236	...	44	147	106	85	45
Bolivar		36,408	.0189	2,319	.0211	60	54	8,181	1,158	3,484	1,747	1,080	5,518	3,388	5,102	1,140
Cleveland		19,793	.0103		.0061	124	210	2,911	793	1,434	960	956	3,564	2,011	3,679	477
Calhoun		7,049	.0036	1,855	.0049	55	40	1,243	53	834	281	120	1,327	794	1,144	327
Carroll		2,328	.0013	751	.0033	43	17	919	102	531	34	24	319	122	...	70
Chickasaw		8,015	.0041	1,955	.0054	56	43	2,130	70	886	538	291	1,169	513	1,360	288
Choctaw		2,872	.0015	1,249	.0025	47	28	438	27	773	65	35	639	442	131	68
Claiborne		6,477	.0034	2,491	.0040	63	54	1,565	161	419	398	371	1,096	456	331	197
Clarke		8,152	.0042	1,853	.0053	51	41	1,925	126	1,004	104	370	1,933	859	441	232
Clay		9,700	.0050	2,487	.0054	58	54	2,514	310	763	816	394	2,424	715	506	437
Coahoma		34,163	.0178	2,340	.0208	65	57	9,894	1,128	2,757	2,570	1,667	6,275	2,566	3,643	920
Clarksdale		28,697	.0149		.0116	96	123	7,494	1,116	1,631	2,425	1,583	6,275	2,039	3,299	726
Copiah		14,838	.0077	2,060	.0096	59	47	4,320	180	2,294	634	503	2,189	988	1,363	781
Covington		5,790	.0030	1,703	.0043	49	34	1,208	131	1,416	46	98	1,509	743	322	272
De Soto		7,743	.0040	1,434	.0064	50	31	1,947	191	1,101	23	73	2,243	731	832	107
Forrest		54,511	.0283	3,812	.0247	83	98	9,112	2,781	7,623	4,352	2,811	11,584	4,896	3,235	1,489
Hattiesburg		51,415	.0267		.0201	98	130	7,910	2,501	7,051	4,352	2,750	11,584	4,243	3,090	1,333
Franklin		4,082	.0022	1,633	.0033	50	39	1,151	79	688	...	45	818	317	166	215
George		7,783	.0040	2,993	.0037	59	63	1,768	211	252	424	267	2,028	722	1,187	190
Greene		2,565	.0013	1,425	.0021	49	30	841	93	378	22	107	589	316	92	127
Grenada		11,711	.0061	2,440	.0069	63	56	2,839	274	784	822	726	2,862	1,242	886	513
Hancock		8,437	.0044	2,909	.0045	68	67	2,622	646	453	197	233	1,356	1,389	991	302
Harrison	182	100,096	.0520	3,393	.0578	88	78	23,206	10,849	11,463	7,260	5,928	19,514	8,946	5,278	3,170
△*Biloxi-Gulfport*		*87,945*	*.0456*		*.0488*	*94*	*88*	*19,465*	*7,568*	*11,103*	*7,040*	*5,806*	*18,319*	*7,816*	*4,248*	*2,909*
△Gulfport		46,671	.0242		.0173	99	139	10,053	2,344	8,032	4,172	3,213	9,212	3,655	2,071	1,565
△Biloxi		41,274	.0214		.0315	91	62	9,412	5,224	3,070	2,868	2,593	9,107	3,561	2,177	1,344
Hinds	68	183,056	.0951	4,077	.0803	93	98	38,202	9,301	27,279	14,288	9,172	42,979	13,579	10,168	6,233
▲Jackson		166,429	.0865		.0756	104	119	32,174	8,187	26,089	14,088	9,093	39,666	11,101	9,774	5,711
Holmes		15,536	.0081	2,188	.0093	55	48	3,661	452	1,843	592	463	3,247	1,678	1,441	523
Humphreys		9,763	.0050	1,992	.0063	53	42	2,484	170	1,109	100	412	1,003	1,921	1,548	358
Issaquena		812	.0004	558	.0011	42	15	384	...	125	...	...	...	103	...	...
Itawamba		5,417	.0028	1,464	.0044	52	33	891	48	329	282	473	1,558	257	789	123
Jackson		33,807	.0175	2,992	.0176	72	72	10,520	2,632	2,250	1,477	1,993	5,723	2,674	1,936	1,295
Pascagoula		18,715	.0097		.0089	79	87	6,248	1,514	1,318	1,123	1,186	4,364	1,208	470	759
Jasper		7,317	.0038	1,785	.0052	49	36	1,330	133	992	...	72	1,348	497	1,076	260
Jefferson		4,630	.0024	1,852	.0029	52	43	902	137	873	...	...	1,637	303	71	155
Jefferson Davis		6,077	.0032	1,736	.0043	49	37	1,332	24	1,608	40	83	1,589	400	312	223
Jones		40,566	.0211	2,372	.0250	67	56	9,003	1,522	6,023	3,203	2,523	8,144	2,877	1,892	1,479
Laurel		36,554	.0190		.0157	91	110	7,238	1,156	5,342	3,094	2,435	8,020	2,424	1,705	1,315
Kemper		3,470	.0018	1,157	.0035	45	23	598	24	881	48	135	973	126	283	150
Lafayette		9,586	.0049	1,880	.0079	63	39	2,070	359	1,576	997	384	1,494	820	641	393

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

MISSISSIPPI'S 2nd RICHEST MARKET AREA

Meridian is the largest city and the market-center for east-central Mississippi—at the transportation and geographical center of a 13-county retail trade area where the Meridian Star reaches 1 out of every 3½ homes—9 out of 10 in its home city and county.

* $228,930,000 BUYING INCOME
* $184,978,000 RETAIL SALES
* 289,600 PEOPLE

*all figures from 1957 Sales Management "Survey of Buying Power"

The MERIDIAN STAR

EVENING AND SUNDAY
Established 1896

CONCENTRATED CIRCULATION FOR BEST SALES RESULTS

Write for complete market data or contact our National Representatives, Shannon and Associates in most principal cities.

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MISS. COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lamar		4,300	.0023	1,303	.0040	52	30	1,477	204	589	50	104	330	655	37	351
Lauderdale		66,556	.0346	3,413	.0314	80	88	14,911	3,190	10,140	5,778	3,268	14,102	5,739	3,015	1,993
Meridian		62,094	.0323		.0259	93	116	13,587	2,542	9,375	5,778	3,217	13,899	4,742	3,015	1,993
Lawrence		5,136	.0026	1,902	.0035	54	40	900	103	601	244	85	1,657	548	406	261
Leake		8,006	.0042	1,668	.0058	51	37	1,191	146	1,826	331	263	2,072	234	598	263
Lee		39,978	.0208	3,669	.0175	76	90	8,359	856	4,350	3,178	1,223	9,053	3,693	3,935	1,827
Tupelo		33,880	.0176		.0107	122	200	6,463	675	2,922	3,135	1,119	8,446	2,823	3,492	1,730
Leflore		44,331	.0230	3,483	.0214	74	80	8,207	1,318	3,731	2,726	1,617	8,591	7,539	4,133	1,111
Greenwood		37,689	.0196		.0136	117	169	6,581	1,064	2,785	2,663	1,617	8,439	6,889	3,147	836
Lincoln		21,233	.0110	2,909	.0111	69	68	5,566	421	1,757	1,709	1,320	5,657	1,233	973	809
Brookhaven		18,994	.0099		.0067	110	102	4,517	421	1,250	1,660	1,320	5,657	1,139	627	809
Lowndes		27,337	.0142	2,555	.0158	66	59	6,039	1,763	2,701	2,234	2,208	6,517	1,982	1,967	678
Columbus		24,061	.0125		.0119	80	84	5,401	1,037	2,114	2,234	2,208	6,457	1,350	1,399	640
Madison		16,638	.0087	2,343	.0100	57	49	3,295	628	2,086	1,194	973	3,632	1,437	1,148	348
Marion		16,524	.0085	2,849	.0085	64	64	3,192	402	4,021	556	697	2,833	1,701	1,075	600
Columbia		14,991	.0078		.0048	112	181	2,733	360	3,496	556	646	2,593	1,591	1,075	600
Marshall		8,959	.0047	1,690	.0067	49	34	2,634	235	2,003	553	282	1,042	675	708	291
Monroe		19,316	.0100	2,146	.0115	59	51	5,640	328	1,414	1,247	681	3,864	1,809	2,117	550
Montgomery		8,285	.0043	2,387	.0047	59	54	2,049	192	916	406	218	1,666	1,176	1,028	90
Neshoba		9,474	.0049	1,606	.0069	51	37	2,067	93	1,664	648	421	2,019	593	892	384
Newton		12,075	.0063	2,322	.0070	57	52	2,491	325	1,455	271	427	2,519	723	1,304	376
Noxubee		7,963	.0042	1,942	.0054	52	40	1,589	23	1,643	220	463	1,249	853	742	294
Oktibbeha		12,761	.0066	2,058	.0095	63	44	3,270	292	1,133	741	852	2,301	1,033	1,336	474
Panola		16,948	.0088	2,119	.0103	55	47	4,579	238	1,397	635	699	4,735	1,963	1,216	513
Pearl River		17,710	.0092	3,220	.0086	70	75	3,442	465	810	765	462	5,383	1,714	1,572	584
Perry		3,746	.0019	1,784	.0026	52	38	555	26	1,260	50	50	1,124	393	92	94
Pike		30,983	.0161	3,409	.0143	72	81	7,343	1,123	2,684	1,550	1,333	6,561	2,998	2,876	1,007
McComb		21,975	.0114		.0073	112	175	4,871	641	2,144	1,350	1,333	5,939	1,691	1,514	715
Pontotoc		8,834	.0046	1,880	.0058	55	44	1,331	57	1,082	382	214	2,814	217	1,052	345
Prentiss		8,860	.0046	1,926	.0059	57	45	1,486	158	1,053	591	370	1,822	852	1,123	476
Quitman		10,050	.0052	1,621	.0073	51	36	2,809	141	1,422	580	306	1,712	438	1,715	310
Rankin		9,575	.0050	1,651	.0063	50	30	1,968	168	978	...	669	1,681	1,092	712	257
Scott		20,799	.0108	4,245	.0051	70	93	1,818	242	1,941	679	1,176	4,409	918	786	454
Sharkey		7,959	.0042	2,948	.0040	60	63	1,056	87	1,512	...	152	893	516	2,468	142
Simpson		11,354	.0059	2,228	.0067	56	49	1,383	223	2,334	397	305	3,783	447	769	275
Smith		4,210	.0021	1,203	.0038	45	25	658	38	486	...	96	1,504	246	261	252
Stone		6,280	.0033	4,187	.0027	75	92	1,717	148	474	31	115	2,232	735	485	224
Sunflower		26,739	.0139	1,938	.0178	53	41	5,408	712	3,506	1,342	1,109	5,484	1,546	3,699	936
Tallahatchie		9,392	.0049	1,381	.0060	50	30	2,255	100	833	752	249	1,529	969	1,468	312
Tate		12,284	.0064	2,925	.0062	62	64	2,522	169	3,222	230	375	3,015	729	790	242
Tippah		6,250	.0032	1,524	.0051	52	32	1,283	58	600	589	152	1,383	416	716	204
Tishomingo		8,917	.0036	1,976	.0043	55	46	1,535	69	778	1,062	153	1,481	579	759	270
Tunica		10,263	.0053	1,769	.0072	54	40	2,746	414	1,158	382	248	1,855	469	2,003	220
Union		11,826	.0062	2,150	.0069	60	54	2,597	250	849	1,029	740	2,844	809	888	403
Walthall		8,187	.0042	2,558	.0044	55	53	1,394	111	990	324	144	1,687	640	1,062	288
Warren		41,565	.0216	3,173	.0206	84	88	10,095	2,812	3,618	2,695	3,970	7,160	3,756	2,278	855
Vicksburg		30,043	.0203		.0177	93	107	9,667	2,360	3,253	2,695	3,970	7,160	3,491	2,278	855

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Before using these figures, read foreword, page 11.

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COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwrs. ($000)	Drugs ($000)
Washington		63,006	.0327	3,150	.0306	73	78	15,067	1,981	7,060	4,959	3,207	11,134	4,607	7,066	1,883
Greenville		48,558	.0252		.0164	91	118	11,380	1,566	5,921	4,274	2,771	9,922	3,172	5,755	1,077
Wayne		10,997	.0058	3,055	.0054	58	62	1,817	194	833	418	888	3,612	1,150	724	350
Webster		8,802	.0045	3,144	.0040	63	70	1,219	80	1,123	187	139	3,119	635	400	248
Wilkinson		5,914	.0031	1,971	.0040	53	41	1,647	274	1,184	183	98	988	778	405	238
Winston		11,103	.0058	2,177	.0069	57	48	2,963	267	1,031	315	719	2,552	834	618	406
Yalobusha		6,410	.0033	1,831	.0044	55	41	1,721	102	1,463	239	153	809	526	458	276
Yazoo		19,494	.0101	2,293	.0115	58	51	4,205	377	1,611	1,556	752	3,820	2,382	2,308	735
Yazoo		16,751	.0087		.0062	90	126	3,066	291	833	1,556	726	3,820	1,823	2,308	717
Total Above Cities		796,665	.4139		.3383	98	120	165,405	37,197	93,384	65,544	47,164	181,299	63,545	56,539	25,733
State Total		1,490,713	.7692	2,644	.8339	66	61	327,134	59,423	179,985	91,890	69,555	316,036	126,698	119,535	47,946
METRO. AREAS		RETAIL SALES—SM ESTIMATES, 1956														
△Biloxi-Gulfport	182	100,096	.0520	3,393	.0578	86	78	23,206	10,849	11,483	7,260	5,928	19,514	8,948	5,275	3,179
Jackson	68	183,056	.0951	4,077	.0903	93	98	38,202	9,301	27,279	14,268	9,172	42,979	13,579	10,168	6,233
Total Above Areas		283,152	.1471	3,806	.1481	90	90	61,408	20,150	38,742	21,548	15,100	62,493	22,525	15,443	9,408

MISSOURI —

(Other West North Central States: Iowa, Kansas, Minnesota, Nebraska, North Dakota, South Dakota.)

Map, page 474

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Cape Girardeau	Cape Girardeau	24.2	344	64	49	23	29	28	26	37	23	20
Carthage	Jasper	12.2	214	44	26	13	12	9	18	38	17	8
Chillicothe	Livingston	9.3	191	27	32	10	17	18	9	14	21	6
Clayton	St. Louis	18.5	247	23	31	28	56	21	8	13	6	13
Clinton	Henry	6.1	173	31	23	14	14	11	21	17	18	7
Columbia	Boone	36.3	340	57	71	20	29	19	18	31	20	14
Ferguson	St. Louis	15.9	109	21	12	17	6	6	6	14	6	5
Fulton	Callaway	10.9	116	14	15	17	9	8	9	10	11	4
Hannibal	Marion	21.0	357	72	69	24	30	20	21	41	19	14
Independence	Jackson	52.4	485	93	68	65	23	31	29	66	25	19
Jefferson City	Cole	31.2	389	56	55	38	29	17	31	43	25	12
Jennings	St. Louis	19.8	115	29	13	10	5	6	6	19	6	3
Joplin	Jasper	42.1	668	151	141	50	43	32	41	77	26	17
Kansas City	Jackson	483.3	5,124	826	1153	594	398	257	287	421	223	279
Kennett	Dunklin	9.3	189	43	22	9	11	9	30	17	14	7
Kirksville	Adair	11.6	208	41	30	13	22	15	21	18	16	8
Kirkwood	St. Louis	27.9	245	35	41	28	13	15	12	44	15	7
Lebanon	Laclede	9.8	223	39	26	35	17	10	24	27	16	4
Maplewood	St. Louis	13.8	200	27	33	25	33	10	20	14	11	5
Marshall	Saline	9.2	178	32	27	16	13	12	20	14	16	5
Maryville	Nodaway	7.4	140	19	15	17	10	10	12	13	11	6
Mexico	Audrain	13.5	208	44	24	17	14	13	16	27	14	5
Moberly	Randolph	13.4	217	42	32	18	19	19	14	20	16	10
Neosho	Newton	6.5	162	30	20	9	11	8	22	21	18	6
Nevada	Vernon	8.5	195	31	27	13	12	15	15	25	20	8
North Kansas City	Clay	5.8	139	9	33	14	12	7	12	16	9	5
Overland	St. Louis	16.9	185	37	31	27	16	8	6	19	12	8
Poplar Bluff	Butler	18.0	290	65	49	25	18	19	28	36	17	7
Richmond Heights	St. Louis	16.7	110	21	16	13	2	7	6	21	8	5
Rolla	Phelps	14.6	149	28	24	9	14	8	19	13	8	4
Sedalia	Pettis	26.0	341	61	56	28	31	22	26	34	19	9
Sikeston	Scott	13.8	207	47	31	6	14	14	10	35	18	7
Springfield	Greene	95.2	1,147	236	189	92	83	66	107	133	75	30
St. Charles	St. Charles	22.5	218	35	48	13	15	17	16	23	15	8
St. Joseph	Buchanan	83.8	985	170	226	71	77	62	62	84	52	62
St. Louis	St. Louis	877.2	10306	2,617	2662	880	706	447	374	704	302	386
Trenton	Grundy	5.9	158	27	26	13	11	12	11	16	14	4
University City	St. Louis	52.8	333	59	42	76	27	27	5	26	8	20
Webster Groves	St. Louis	27.7	182	38	18	18	9	17	5	20	19	9
Wellston	St. Louis	11.6	130	31	25	4	12	9	12	9	7	1

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME—SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Adair		20.2	.0120	6.7	11.6	23,059	.0062	1,142	3,442	7.8	3,035	47.1	23.2	32.2	36.0	17.5	30.0	2.3	8.2	.9	4.8
Kirksville		11.6	.0069	3.9		15,136	.0053	1,305	3,881	4.8	3,152	46.1	21.9	30.8	33.1	19.3	31.8	2.7	7.1	1.1	6.1
Andrew		11.3	.0067	3.8		13,976	.0049	1,237	3,678	3.8	3,669	40.9	16.7	30.5	28.0	21.6	30.7	4.5	10.2	2.5	14.4
Atchison		10.9	.0064	3.3		16,877	.0059	1,548	5,114	3.9	4,239	34.1	11.8	32.7	25.5	23.2	27.9	5.3	10.1	4.7	24.7
Audrain		28.8	.0171	9.4	15.9	44,160	.0156	1,533	4,698	10.3	4,304	29.2	10.2	30.8	24.2	30.4	36.8	6.3	12.0	3.3	16.8
Mexico		13.5	.0080	4.3		23,572	.0083	1,746	5,482	5.2	4,542	26.3	8.7	29.4	21.9	33.6	38.5	7.0	12.6	3.7	18.3
Barry		22.2	.0132	6.8	4.2	20,911	.0074	942	3,075	6.9	3,019	50.9	25.2	28.8	32.3	16.3	28.1	2.8	7.6	1.2	6.8
Barton		11.9	.0070	4.1	3.1	13,448	.0047	1,130	3,280	4.1	3,312	45.8	20.7	31.1	31.8	17.8	28.0	3.4	8.4	1.9	11.1
Bates		17.0	.0101	6.1	3.3	22,595	.0080	1,329	3,704	6.6	3,441	48.2	21.0	27.7	27.2	17.6	26.7	3.9	9.2	2.6	15.9
Benton		9.3	.0055	2.8		9,006	.0031	968	3,216	3.2	2,806	55.2	29.5	30.2	36.4	11.6	21.5	1.8	5.3	1.2	7.3
Bollinger		9.6	.0057	2.7		7,061	.0025	738	2,623	2.7	2,607	60.2	34.6	27.5	35.7	9.9	19.7	1.6	5.0	.8	5.0
Boone		47.1	.0279	13.2	36.3	75,059	.0265	1,594	5,686	23.0	3,262	51.1	23.5	25.8	26.4	17.4	27.8	4.0	10.0	2.0	12.3
Columbia		36.3	.0215	9.2		66,053	.0233	1,820	7,180	20.4	3,246	51.8	23.9	25.1	26.2	17.2	27.4	3.9	10.0	2.0	12.5
Buchanan	123	102.7	.0608	32.5	86.2	168,977	.0595	1,645	5,199	38.1	4,440	29.7	10.0	28.5	21.8	31.0	36.3	7.0	12.9	3.8	19.0
▲St. Joseph		83.8	.0496	26.2		142,143	.0501	1,696	5,425	32.0	4,446	29.7	10.0	28.7	21.8	30.8	36.1	7.0	12.9	3.8	19.2
Butler		39.1	.0232	11.1	18.0	35,992	.0127	921	3,243	11.6	3,102	50.5	24.4	28.9	31.5	16.1	27.1	2.9	7.6	1.6	9.4
Poplar Bluff		18.0	.0107	5.6		20,134	.0071	1,119	3,595	5.8	3,457	44.6	19.3	29.2	28.5	20.2	30.4	3.9	9.3	2.1	12.5
Caldwell		9.5	.0056	3.4		10,968	.0039	1,154	3,225	3.6	3,006	47.5	23.7	33.4	37.5	15.7	27.2	2.6	7.2	.8	4.4
Callaway		24.4	.0145	6.5	10.9	28,049	.0098	1,150	4,315	8.0	3,525	43.0	16.3	26.9	27.6	21.6	32.0	4.5	10.5	2.0	11.6
Fulton		10.9	.0065	2.2		14,309	.0050	1,313	6,504	3.8	3,731	42.1	16.9	28.0	25.3	22.2	31.0	5.0	11.1	2.7	15.7

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



be sure to sell the...

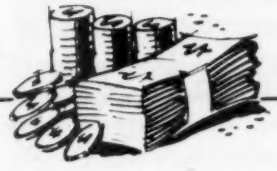
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RETAIL SALES	1,056,998,000
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APPAREL SALES	53,672,000
FURNITURE-HOUSEHOLD SALES	54,293,000
AUTOMOBILE SALES	197,315,000
GAS STATION SALES	80,973,000
DRUG SALES	33,196,000

Source: 1957 Sales Management, ABC Publishers Statement

These are the families of St. Louis' fastest growing newspaper— the exciting *new* Globe-Democrat. Vital editorial writing... upsurging advertising linage... have made the Globe, St. Louis' hot newspaper buy!

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MISSOURI COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Camden		7.4	.0043	2.2		6,651	.0024	899	3,023	2.2	3,023	54.6	27.0	27.5	30.7	13.2	22.8	2.9	7.8	1.8	11.7
Cape Girardeau		39.6	.0235	11.9	27.5	53,514	.0188	1,351	4,497	13.8	3,876	37.0	14.3	29.3	25.5	26.1	35.1	5.0	10.6	2.6	14.5
Cape Girardeau		24.2	.0143	7.3		36,346	.0128	1,502	4,979	9.0	4,027	35.9	13.3	28.9	24.3	26.8	34.7	5.3	10.8	3.1	16.9
Carroll		15.0	.0089	5.0	4.3	17,552	.0062	1,170	3,510	5.0	3,535	43.6	18.5	29.4	28.1	20.6	30.3	4.1	9.5	2.3	13.6
Carter		4.8	.0027	1.4		3,963	.0014	862	2,831	1.5	2,583	60.1	34.8	27.2	35.7	10.2	20.6	2.0	6.4	.5	2.5
Cass		19.5	.0116	6.5	2.6	25,587	.0090	1,312	3,936	6.8	3,746	41.0	16.4	29.0	26.2	22.5	31.2	4.8	10.5	2.7	15.7
Cedar		10.2	.0060	3.5	2.6	9,311	.0033	913	2,660	3.5	2,653	56.8	32.0	29.9	38.2	11.0	21.6	1.8	5.5	.5	2.7
Charitan		14.2	.0084	4.7		17,512	.0062	1,233	3,726	5.0	3,512	45.1	19.2	29.6	28.6	19.1	28.3	3.6	8.4	2.6	15.5
Christian		12.2	.0072	3.8		11,284	.0040	925	2,969	4.1	2,756	54.9	29.8	29.8	36.5	12.5	23.7	2.2	6.5	.8	3.5
Clark		8.6	.0053	2.8		9,218	.0032	1,048	3,292	3.0	,947	46.5	22.9	33.7	37.4	16.4	28.0	2.4	6.5	1.0	5.2
Clay	72	63.0	.0373	20.5	38.5	113,713	.0401	1,805	5,547	22.1	5,138	22.4	6.5	23.8	15.7	38.3	38.8	10.5	16.7	5.0	22.3
North Kansas City		5.8	.0034	2.3		11,990	.0042	2,067	5,213	2.3	5,159	18.2	5.3	25.0	16.4	41.0	41.4	11.5	18.3	4.3	18.6
1▲Kansas City																					
Clinton		11.2	.0066	3.8	3.4	15,659	.0055	1,398	4,121	4.1	3,783	40.5	18.0	31.6	28.3	19.9	27.4	4.9	10.7	3.1	17.6
Cole		38.0	.0225	10.4	31.2	55,643	.0196	1,464	5,350	12.5	4,444	30.3	10.2	29.6	22.5	28.8	33.8	7.3	13.5	4.0	20.0
Jefferson City		31.2	.0185	8.5		49,824	.0176	1,597	5,862	11.0	4,529	29.5	9.8	29.3	21.8	29.4	33.8	7.6	13.8	4.2	20.8
Cooper		16.1	.0096	5.1	6.7	23,147	.0082	1,436	4,539	5.9	3,914	38.9	14.9	29.5	25.3	23.0	30.7	5.5	11.6	3.1	17.5

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

1 Kansas City is in Clay and Jackson Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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He's a farm dog, too!



"TREMENDOUS PENETRATION OF THE FARM MARKET"

. . . says RCA

January 21, 1957.

"We have just reviewed the results of RCA's 'Big Four' and 'Win a Freezer' contest promotion in your Weekly Star Farmer for 1956.

As you know, the 'Big Four' part of the promotion was specifically designed to move the new RCA Whirlpool freezer line to the dealer's floor. Its success can be measured by orders for 600 units during the 90-day period, with over 150 scheduled for delivery during the first week of this promotion.

Your Weekly Star Farmer, with its tremendous penetration of the farm market, was the basic media used to move this merchandise from the dealer's floor to the ultimate consumer. It enabled us to become number one in the Southwestern region, encompassing 14 states. I also understand, although no record of such is kept, that we attained top position in the national standing of freezer sales.

I can assure you that with our new lines to be introduced in 1957 the Weekly Star Farmer will play a major role in tapping the tremendous farm market in our area.

Again many thanks for your helpful suggestions and co-ordinating efforts."

Yours very truly,

RCA VICTOR DISTRIBUTING CORP.

L. R. Wells,
Sales Manager—Appliance Division
Fairfax & Funston Roads,
Kansas City 15, Kansas

Weekly Star Farmer is a standout advertising medium because more than 420,000 farm families read it, like it, find it useful in their lives . . . and have for the past 67 years. Their loyalty, won through longtime editorial support of farm goals, is a guarantee of superior advertising results.

By any test, Weekly Star Farmer is your No. 1 buy in the crop-rich, stock-rich Missouri and Kansas market.

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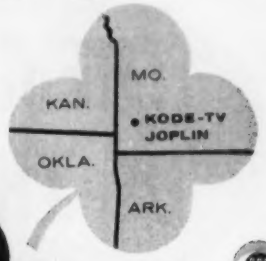
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JOPLIN PITTSBURG



131,420 TV HOMES* IN THE JOPLIN-PITTSBURG MARKET
Larger than Duluth, Phoenix, Ft. Wayne
$776,919,000 Buying Income; 669,800 Total Population

*NOW 20% HIGHER TOWER—HIGHEST IN 4-STATE COVERAGE AREA
*NOW 22% MORE POWER—71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
*NOW COVERS 131,420 TV HOMES IN JOPLIN-PITTSBURG MARKET—AN ALL-TIME HIGH

*Television Magazine Set Count, March, 1957



316,000 WATTS
CBS—ABC
101 miles Northeast of Tulsa
150 miles South of Kansas City
203 miles East of Wichita
250 miles Southwest of St. Louis

You'll have more luck with **KODE-TV-JOPLIN, MO.**

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MISSOURI COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Crawford		10.4	.0061	3.1	.4	10,779	.0038	1,038	3,476	3.4	3,210	48.8	22.7	30.5	32.2	16.1	25.2	2.6	6.6	2.0	12.3
Dade		9.1	.0054	2.9		8,707	.0030	957	3,002	3.3	2,658	60.3	33.9	27.0	34.3	10.0	19.7	1.7	5.3	1.0	6.8
Dallas		9.0	.0053	2.8		7,716	.0028	857	2,756	3.1	2,489	65.5	39.4	22.9	31.1	9.3	19.4	1.6	5.4	.7	4.7
Daviess		10.8	.0064	3.6		12,588	.0044	1,165	3,496	3.9	3,199	49.9	23.4	28.5	30.0	16.2	26.4	3.6	9.3	1.8	10.9
De Kalb		7.6	.0045	2.6	.1	8,447	.0030	1,111	3,249	2.6	3,236	45.1	20.9	32.3	33.7	17.8	28.6	3.3	8.5	1.5	8.3
Dent		10.4	.0062	3.2	3.5	9,647	.0034	928	3,018	3.3	2,888	55.9	29.0	27.8	32.5	12.6	22.7	2.2	6.4	1.5	9.4
Douglas		9.4	.0056	2.7		7,323	.0025	779	2,712	2.8	2,596	60.3	34.8	27.7	36.2	9.2	18.4	2.1	6.5	.7	4.1
Dunklin		46.6	.0276	12.9	12.4	41,897	.0146	899	3,248	13.5	3,092	52.4	25.4	28.5	31.1	14.4	24.2	2.9	7.7	1.8	11.6
Kennett	e	9.3	.0055	2.7		11,203	.0039	1,205	4,149	3.0	3,678	44.6	18.1	30.1	27.7	17.6	24.9	4.5	10.1	3.2	19.2
Franklin		42.2	.0230	12.9	14.9	55,147	.0194	1,307	4,275	14.0	3,929	34.0	13.0	31.9	27.4	26.3	34.9	5.2	10.9	2.6	13.8
Gasconade		13.7	.0081	4.3	2.8	15,710	.0056	1,147	3,653	4.8	3,280	41.3	16.9	32.9	34.0	21.6	34.2	3.2	7.9	1.8	6.8
Gentry		10.1	.0060	3.3		12,701	.0045	1,258	3,849	3.8	3,316	45.8	20.7	30.4	31.0	18.3	28.7	3.8	9.4	1.7	10.2
Greene	143	119.5	.0708	30.6	104.0	180,072	.0634	1,507	4,547	44.0	4,093	34.3	12.5	29.2	24.2	27.2	34.6	6.2	12.4	3.1	16.3
▲Springfield		95.2	.0564	32.3		156,869	.0553	1,648	4,857	37.8	4,147	33.8	12.2	29.0	23.7	27.6	34.6	6.4	12.7	3.2	16.8
Grundy		12.8	.0076	4.4	5.9	16,606	.0059	1,297	3,774	4.6	3,605	44.6	18.5	29.4	27.7	18.7	27.0	4.5	10.1	2.8	16.7
Trenton		5.9	.0035	2.2		8,945	.0032	1,516	4,066	2.2	4,031	38.4	14.3	29.1	24.4	23.8	30.7	5.0	10.2	3.7	20.4
Harrison		13.2	.0078	4.3	2.6	15,285	.0053	1,158	3,555	4.5	3,384	42.6	18.8	31.9	32.1	19.8	30.4	4.1	9.9	1.6	8.8
Henry		19.2	.0114	6.6	6.1	23,347	.0083	1,216	3,537	7.0	3,341	46.1	20.6	30.0	30.4	18.1	28.2	3.9	9.7	1.9	11.1
Clinton		6.1	.0036	2.3		8,038	.0031	1,465	3,886	2.4	3,774	41.5	16.5	28.7	25.6	21.5	29.7	5.4	11.8	2.9	16.4
Hickory		5.2	.0030	1.8		4,248	.0015	817	2,360	1.8	2,372	66.9	42.2	24.3	34.6	7.1	15.7	1.1	3.9	.6	3.6
Holt		9.7	.0058	3.0		13,137	.0046	1,354	4,379	3.4	3,817	43.0	16.9	30.6	27.2	17.5	23.9	5.3	11.3	3.6	20.7
Howard		11.2	.0066	3.5	3.0	16,024	.0056	1,431	4,578	4.4	3,641	47.0	19.3	27.5	25.6	17.8	25.5	4.4	9.9	3.3	19.7
Howell		21.8	.0127	6.5	4.7	20,474	.0073	952	3,180	6.9	2,958	53.5	27.1	29.7	33.8	13.0	23.0	2.3	6.5	1.5	9.6
Iron		9.0	.0054	2.4		7,519	.0026	835	3,133	2.6	2,885	52.7	27.4	30.4	35.6	13.5	24.3	2.4	6.8	1.0	5.9
Jackson	72	593.2	.3514	200.2	558.9	1,251,691	.4411	2,110	6,252	241.2	5,189	24.3	7.0	25.0	17.0	34.0	34.1	9.7	15.3	6.0	26.6
1▲Kansas City		493.3	.2922	165.4		1,079,033	.3802	2,187	6,524	207.1	5,210	24.5	7.0	26.2	17.1	33.5	33.4	9.7	15.2	6.1	27.3
Independence		52.4	.0310	17.3		94,147	.0332	1,797	5,442	18.6	5,055	22.2	6.6	24.1	16.1	38.9	40.1	10.1	16.4	4.7	20.8
Jasper	214	83.1	.0492	28.6	60.5	117,803	.0415	1,418	4,119	30.5	3,857	37.7	14.6	30.3	25.6	24.6	33.2	4.6	9.6	2.8	15.8
2△Joplin		42.1	.0249	14.8		68,310	.0241	1,623	4,616	16.5	4,145	35.2	12.7	29.3	23.9	26.3	33.1	5.6	11.1	3.6	19.2
Carthage		12.2	.0072	4.1		17,211	.0061	1,411	4,198	4.5	3,785	38.2	15.1	30.0	26.8	25.4	34.9	3.7	8.1	2.7	15.1
Jefferson		60.6	.0359	18.2	22.9	85,406	.0301	1,409	4,693	18.5	4,622	25.3	8.2	25.0	19.0	37.5	42.3	7.0	13.6	5.6	16.9
Johnson		26.3	.0156	8.5	8.9	35,077	.0123	1,334	4,127	10.7	3,269	49.4	22.6	27.2	28.1	17.7	28.2	3.8	9.6	1.9	11.5

Kansas City is in Clay and Jackson Counties.
§ Joplin is in Jasper and Newton Counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

To Hit HARDER and Go FARTHER in the Heart of America

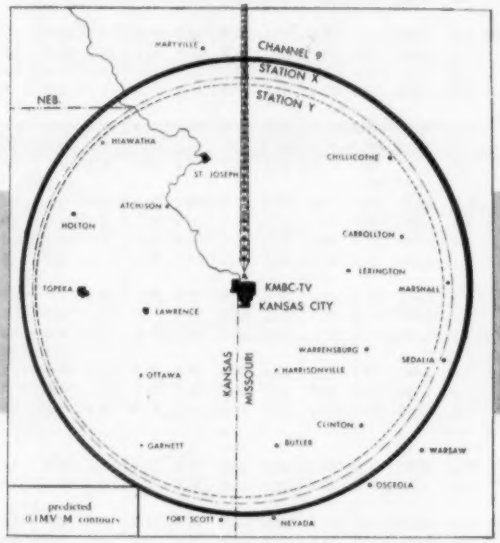
Get on the Air with this Powerful Pair

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Channel 9

Kansas City's Most Popular and Most Powerful TV Station

For broadest coverage in the Heart of America, your money and message go farther on KMBC-TV. You get the best and the most in a rich market of more than 564,500 families . . . 1,740,900 people—representing $3,203,018,000 in buying power. In fact, Channel 9 provides Class A primary viewing to 31,500 *more* families than any other TV station in the Kansas City market!

And KMBC-TV's preferred programming pulls top ratings for you—in station-produced shows and in ABC-TV network productions. Best of all, from popular morning shows to mid-evening "Magnificent Movies", you can sell harder with full minute (not just chain-break) availabilities. No wonder more and more time buyers are placing KMBC-TV *first* for sales in the big Heart of America Market!

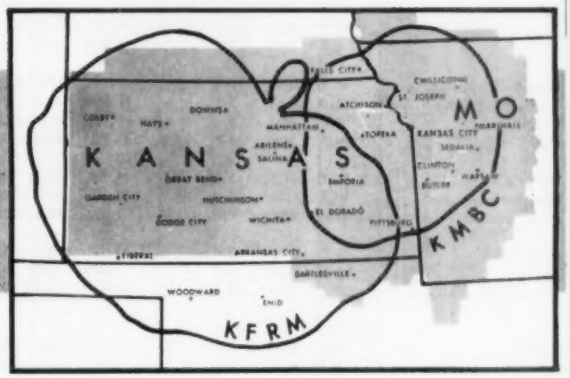


KMBC-KFRM

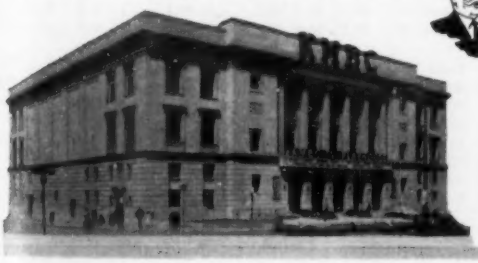
The Radio Team that's 1 in the Heart of America

Talk about complete coverage of the great Kansas City Trade Area and you're automatically talking about KMBC-KFRM Radio. Look at the map—coverage and trade area fit like a glove. This town and country team saturates a rich area of 1,229,500 families . . . 3,939,200 people. The new 236-mile Kansas Turnpike brings thousands of new customers to Kansas City . . . and KMBC-KFRM send your message right down the pike with 'em! Furthermore, this top radio team matches their $8,008,485,000 buying power with new selling power. KMBC-KFRM win listening preference with personality programming that Heart of America residents listen to, react to! You name it, KMBC-KFRM broadcasts it—Music, News, Sports, Major League Baseball, Farm Service, Women's Programs . . . Here's personality radio at its best, radio that sells as it serves!

KMBC *of* **Kansas City**
KFRM *for* **the State of Kansas**



Finest and Biggest Studio Facilities





PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

Don Davis,
President
John T. Schilling,
Executive Vice President
George Higgins,
V.P. and Sales Manager
Mori Greiner,
Manager, KMBC-TV
Dick Smith,
Manager, KMBC-KFRM Radio

In Kansas City
the Swing is to
KMBC
in Radio and TV

abc





• ONLY THE JOURNAL REACHES 76% OF THE CITY ZONE FAMILIES St. Louis Post Dispatch — 22.2%
St. Louis Globe Democrat — 34.4%

• ONLY THE JOURNAL CIRCULATION HAS INCREASED 80% SINCE '46
circulation of St. Louis newspapers in East St. Louis city zone down 10% since '46



✔ FOURTH LARGEST FOOD SALES IN ILLINOIS
✔ SECOND LARGEST BEER, WINE & LIQUOR SALES

116,225 CITY ZONE POPULATION
FOURTH IN ILLINOIS

EAST ST. LOUIS JOURNAL

Nat'l Rep: Jann & Kelley
Member Illinois Color Comic Group
LINDSAY-SCHAUB NEWSPAPERS
Decatur Herald and Review
Champaign-Urbana Courier
Southern Illinoisan

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MISSOURI COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999	$10,000& over
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Inc.	% Inc.
Knox		7.9	.0047	2.8		9,890	.0035	1,252	3,532	2.8	3,522	44.7	19.0	34.1	32.7	14.8	21.9	3.4	7.9	3.9	18.5
Laclede		19.1	.0113	5.8	9.8	19,639	.0089	1,028	3,386	6.0	3,247	49.1	22.6	30.2	31.5	16.0	25.6	2.5	6.3	2.2	14.0
Lebanon		9.8	.0058	3.3		13,224	.0047	1,349	4,007	3.7	3,612	44.1	18.3	31.4	29.4	18.3	26.4	3.1	7.1	3.1	18.8
Lafayette		27.2	.0161	8.7	9.4	37,433	.0132	1,376	4,303	9.6	3,895	35.6	13.7	30.6	28.6	25.9	34.6	5.3	11.1	2.6	14.6
Lawrence		24.3	.0144	8.0	8.1	26,943	.0095	1,109	3,368	9.5	3,159	45.4	21.6	32.3	34.7	18.3	30.1	2.9	7.4	1.1	8.3
Lewis		11.3	.0067	3.7		14,865	.0052	1,298	3,964	4.4	3,350	47.3	21.1	28.2	28.4	18.6	29.0	3.9	9.6	2.0	11.9
Lincoln		15.4	.0091	5.5		19,353	.0068	1,257	3,519	5.5	3,495	44.4	19.0	29.2	28.2	20.1	30.0	4.0	9.5	2.3	13.3
Linn		19.4	.0115	6.8	9.3	26,205	.0092	1,351	3,854	7.4	3,520	41.9	17.8	28.1	27.0	23.7	35.1	4.6	10.8	1.7	9.3
Livingston		16.4	.0097	5.3	9.3	23,430	.0083	1,429	4,421	6.2	3,805	43.3	17.0	30.2	28.9	17.8	24.3	5.2	11.3	3.5	26.5
Chillicothe		9.3	.0055	2.9		15,042	.0053	1,617	5,187	3.8	3,994	41.3	15.5	29.7	25.1	19.4	25.3	5.6	11.5	4.0	22.6
McDonald		14.2	.0084	4.2		12,095	.0043	852	2,880	4.5	2,674	57.2	32.0	29.2	37.0	11.2	21.9	1.7	5.2	.7	3.9
Macon		22.3	.0133	7.7	5.3	25,080	.0091	1,170	3,387	8.2	3,195	47.4	22.2	30.3	32.2	17.2	28.0	3.6	9.1	1.5	8.5
Madison		9.7	.0057	2.7	3.5	10,901	.0039	1,124	4,037	3.0	3,632	43.1	17.7	28.2	24.5	24.9	34.4	4.3	9.6	2.4	13.8
Maries		6.7	.0040	2.0		6,085	.0021	908	3,043	2.1	2,891	52.5	27.2	31.1	36.3	12.9	23.2	2.5	7.1	1.0	6.2
Marion		30.5	.0180	10.1	20.9	45,229	.0160	1,483	4,477	11.6	3,914	35.4	13.6	31.3	26.9	25.8	34.0	5.1	10.8	2.7	14.7
3 Hannibal		21.0	.0124	7.2		32,929	.0116	1,568	4,573	8.3	3,988	33.5	12.6	31.8	26.9	26.8	35.0	5.1	10.6	2.8	14.9
Mercer		5.4	.0032	1.9		5,714	.0020	1,058	3,007	1.9	3,036	51.3	25.3	30.3	33.6	14.5	24.9	2.4	6.5	1.5	9.7
Miller		14.2	.0084	4.4	2.9	13,302	.0047	937	3,023	4.5	2,969	48.8	24.6	31.1	35.4	17.1	30.0	2.3	6.3	.7	3.7
Mississippi		21.1	.0125	5.6	8.1	20,790	.0073	985	3,713	6.0	3,471	50.6	21.8	26.6	26.0	16.3	24.5	3.4	7.9	3.1	19.8
Moniteau		10.3	.0061	3.4	2.5	10,953	.0038	1,063	3,221	3.5	3,097	47.8	23.1	30.5	33.2	18.4	31.0	2.1	5.5	1.2	7.2
Monroe		9.1	.0054	3.0		11,514	.0041	1,265	3,838	3.2	3,611	42.8	17.7	31.3	29.4	19.3	27.8	3.8	8.6	2.8	16.8
Montgomery		10.2	.0061	3.4		11,892	.0041	1,146	3,439	3.8	3,387	45.7	20.3	30.0	30.1	18.3	28.3	4.1	10.0	1.9	11.3
Morgan		8.5	.0050	2.7		7,996	.0028	941	2,961	2.8	2,809	54.5	29.0	30.3	36.6	11.7	21.7	2.6	7.5	.9	5.2
New Madrid		37.4	.0222	9.5	5.3	30,472	.0108	815	3,208	10.5	2,907	56.4	29.0	27.2	31.8	12.2	21.8	2.6	7.2	1.6	10.2
4 Sikeston																					
Newton	214	29.4	.0174	9.1	7.8	32,951	.0118	1,121	3,621	9.7	3,391	47.0	20.8	28.9	28.7	17.8	27.4	4.1	10.0	2.2	13.1
Neosho		6.5	.0039	2.3		9,534	.0034	1,467	4,145	2.5	3,765	37.6	15.0	29.7	26.6	24.6	34.0	6.0	13.1	2.1	11.3
2△Joplin																					
Nodaway		24.0	.0142	7.5	7.4	34,795	.0123	1,450	4,639	9.4	3,718	43.7	17.8	28.8	26.0	20.0	28.1	4.4	9.8	3.1	18.8
Maryville		7.4	.0044	2.5		14,174	.0050	1,915	5,670	3.5	4,105	39.9	14.6	27.0	22.1	23.8	30.2	5.2	10.4	4.1	22.7
Oregon		10.3	.0061	2.9		8,778	.0030	852	3,027	3.3	2,658	58.0	32.7	27.7	35.3	11.9	23.3	1.8	5.4	.6	3.3
Osage		12.4	.0074	3.3		11,244	.0040	907	3,407	3.7	3,042	47.8	23.5	31.2	34.8	18.9	29.0	3.3	8.8	.8	3.9
Ozark		8.0	.0047	2.1		5,881	.0021	735	2,800	2.4	2,492	66.1	39.7	23.7	32.2	8.0	16.7	1.1	3.5	1.1	7.9
Perniscot		43.8	.0259	11.7	11.6	39,877	.0140	910	3,408	12.3	3,232	54.2	25.1	25.9	27.1	13.8	22.2	3.6	9.2	2.5	16.4
Perry		12.1	.0072	3.3	3.8	13,475	.0048	1,114	4,063	3.8	3,800	36.8	14.5	32.2	28.7	23.5	32.2	5.0	10.7	2.5	13.9
Pettis		36.6	.0217	12.6	26.0	52,493	.0185	1,434	4,166	13.5	3,879	37.2	14.4	30.1	28.2	25.2	33.9	4.7	9.9	2.8	15.6
Sedalia		26.0	.0154	9.0		40,550	.0143	1,560	4,506	10.2	3,988	35.5	13.3	30.0	25.5	26.6	34.7	4.9	10.0	3.0	16.5
Phelps		24.2	.0143	7.1	14.6	28,299	.0099	1,169	3,986	8.9	3,171	48.2	22.8	28.6	30.5	16.5	30.3	3.4	8.7	1.3	7.7
Rolla		14.6	.0086	4.2		22,882	.0081	1,567	5,448	7.1	3,239	47.5	21.9	28.4	29.7	18.9	30.4	3.7	9.4	1.5	8.6
Pike		17.6	.0105	6.1	4.7	24,748	.0088	1,406	4,057	6.3	3,904	40.8	15.6	29.2	25.3	21.3	28.4	5.3	11.2	3.4	19.5
Platte		17.5	.0103	5.3		24,489	.0086	1,399	4,621	5.7	4,289	37.5	13.1	25.9	20.6	25.1	30.6	7.4	14.3	4.1	21.4
Polk		16.2	.0090	4.9	3.4	15,916	.0056	1,047	3,248	5.5	2,917	56.5	29.0	27.9	32.4	11.8	21.0	2.0	5.7	1.8	11.9

2 Joplin is in Jasper and Newton Counties.
3 Hannibal is in Marion and Ralls Counties.
4 Sikeston is in New Madrid and Scott Counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.
© SM, 1957.



DOMINANCE IN THE VAST ST. LOUIS MARKET!

Again and again advertisers have found the dominance of KSD and KSD-TV made the difference in successfully selling the St. Louis market.

KSD and KSD-TV—pioneers in their respective media—this year observe the completion of 35 eventful years in radio and 10 exciting years in television.

Such pioneering naturally means foresighted leadership—a leadership that has over the years built loyal audiences in the more than one million radio homes and in the more than 800,000 television homes that comprise the market. That leadership now means more than ever for achieving success in any campaign in St. Louis—America's ninth market.

THE ST. LOUIS POST-DISPATCH STATIONS

KSD-TV MAXIMUM POWER channel 5

KSD 550 kc

NBC BASIC AFFILIATE

SPOT SALES *National Representative*

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MISSOURI COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 Units	% Inc.	$2,500-3,999 Units	% Inc.	$4,000-6,999 Units	% Inc.	$7,000-9,999 Units	% Inc.	$10,000&over Units	% Inc.
Pulaski		7.9	.0047	2.4		7,684	.0027	970	3,193	2.5	3,016	50.3	25.0	29.8	33.4	16.4	28.3	2.3	6.3	1.2	7.0
Putnam		8.3	.0049	2.8		8,990	.0032	1,083	3,211	3.1	2,867	52.7	27.5	30.4	38.0	13.5	24.4	2.5	7.2	.9	4.9
Ralls		9.5	.0056	2.8	.1	11,919	.0042	1,255	4,257	3.4	3,549	42.5	17.9	32.0	30.5	18.4	27.0	4.7	10.9	2.4	13.7
3 Hannibal																					
Randolph		24.3	.0144	8.5	13.4	37,749	.0133	1,553	4,441	9.2	4,114	35.7	13.0	28.3	23.2	26.4	33.4	6.3	12.6	3.3	17.8
Moberly		13.4	.0079	4.7		23,149	.0082	1,728	4,925	5.2	4,438	30.8	10.4	27.3	20.8	30.7	36.0	7.4	13.7	3.8	19.1
Ray		18.2	.0108	6.3	5.0	24,008	.0084	1,319	3,811	6.8	3,538	41.8	17.7	31.0	29.7	21.1	31.0	3.9	9.0	2.2	12.6
Reynolds		6.6	.0039	1.7		4,848	.0017	735	2,852	2.0	2,477	64.3	38.6	25.1	34.3	8.8	18.5	1.1	3.7	.7	4.7
Ripley		9.6	.0057	2.9		8,178	.0029	852	2,820	3.1	2,599	60.2	34.7	26.3	34.1	11.3	22.7	1.7	5.3	.5	3.2
St. Charles	124	36.5	.0216	10.5	22.8	51,656	.0182	1,415	4,920	12.0	4,310	29.5	10.2	26.6	20.9	33.9	41.0	7.1	13.5	2.9	14.4
St. Charles		22.5	.0133	6.6		34,804	.0123	1,547	5,273	7.8	4,436	28.0	9.5	25.8	19.6	35.5	41.6	7.6	14.2	3.1	15.1
St. Clair		9.2	.0055	3.1		9,177	.0033	998	2,960	3.2	2,893	56.7	29.4	27.4	31.8	12.4	22.4	1.9	5.4	1.6	11.0
St. Francois		38.2	.0228	11.3	14.7	48,306	.0170	1,265	4,275	11.6	4,169	30.2	10.9	25.2	20.3	36.1	45.1	6.2	12.3	2.3	11.4
5 St. Louis	124	1451.8	.8801	448.4	1382.3	2,870,786	1.0116	1,977	6,402	533.3	5,383	23.6	6.6	24.4	15.3	34.6	33.5	10.9	16.6	6.5	28.0
▲St. Louis		877.2	.5197	272.5		1,684,233	.5935	1,920	6,181	339.7	4,959	25.2	7.6	26.4	18.0	33.7	35.4	9.7	16.1	5.0	22.9
Clayton		18.5	.0110	5.6		79,891	.0282	4,318	14,266	7.5	10,615	23.6	3.3	14.6	4.7	20.8	10.2	13.8	10.6	27.2	71.2
Maplewood		13.8	.0082	4.4		27,380	.0096	1,984	6,223	5.0	5,513	18.4	5.0	20.6	12.6	42.2	39.9	13.4	20.0	5.4	22.5
University City		52.8	.0313	15.9		135,068	.0476	2,558	8,495	17.7	7,634	17.8	3.5	17.3	7.6	34.3	23.4	16.1	17.3	14.5	48.2
Webster Groves		27.7	.0164	7.9		71,365	.0251	2,576	9,034	9.3	7,633	19.9	3.9	15.8	7.0	33.4	22.8	16.0	17.2	14.9	49.1
Kirkwood		27.9	.0165	8.0		62,966	.0222	2,257	7,871	9.2	6,876	17.7	3.9	18.8	9.2	35.9	27.2	16.4	19.5	11.2	40.2

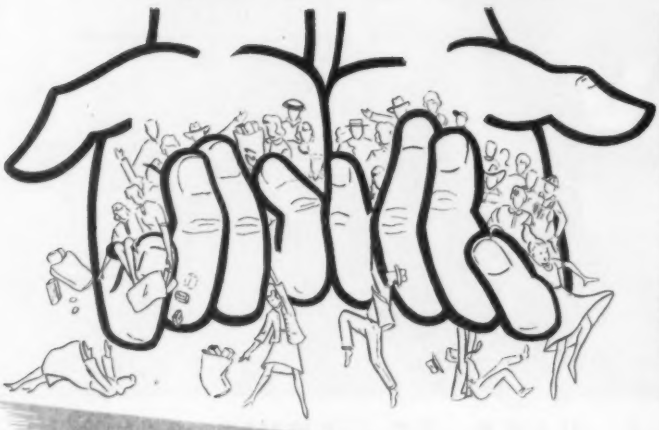
3 Hannibal is in Marion and Ralls Counties.
5 St. Louis County combined with Independent City of St. Louis.

© SM, 1957.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

883,700 PROSPECTIVE CUSTOMERS ARE

Slipping Through Your Fingers



If you're missing the BIG ST. JOSEPH market

Just being on Kansas City or Omaha stations won't deliver the coverage you need in the big St. Joseph Market. It takes KFEQ-TV to keep nearly a million prospective customers from slipping through your fingers.

Population 883,700
Families 281,300
TV Sets In Area..... 179,137
Effective Buying Income $1,363,977,000
Retail Sales .....$ 944,953,000

(Sales Management 1956)

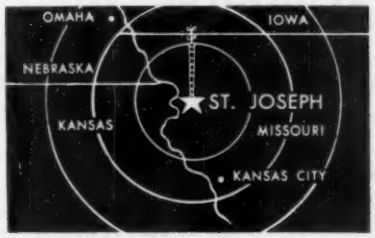
NOW ON FULL POWER 100,000 WATTS

CHANNEL 2 — CBS — ABC — NTA

KFEQ-TV 2

ST. JOSEPH, MISSOURI

A KENYON BROWN STATION



Blair Television Associates, Rep.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MISSOURI COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Overland		18.9	.0112	5.3		32,430	.0114	1,716	6,119	5.8	5,637	17.5	4.6	19.6	11.8	44.9	41.5	12.1	17.6	6.0	24.5
Ferguson		15.9	.0094	4.3		29,078	.0102	1,829	6,762	4.6	6,373	13.5	3.2	16.8	8.9	44.9	36.7	16.9	21.7	7.9	29.5
Jennings		19.8	.0117	5.4		36,077	.0127	1,822	6,681	6.0	6,014	13.5	3.3	18.5	10.4	46.5	40.3	14.9	20.3	6.6	25.7
Richmond Heights		16.7	.0099	4.8		41,666	.0147	2,495	8,680	6.0	6,979	20.2	4.3	17.4	8.5	34.5	25.8	15.8	18.5	12.1	42.9
Wellston		11.6	.0069	3.6		19,475	.0069	1,679	5,410	4.1	4,725	21.1	6.7	27.0	19.3	40.0	44.1	8.6	14.9	3.3	15.0
Ste. Genevieve		11.2	.0066	3.0	4.0	12,854	.0045	1,148	4,285	3.2	3,982	38.1	13.6	30.1	25.6	24.7	32.3	6.2	12.8	2.9	15.7
Saline		27.6	.0164	8.5	12.0	35,988	.0127	1,304	4,234	9.5	3,784	38.9	15.4	30.1	26.8	23.6	32.5	4.8	10.4	2.8	14.9
Marshall		9.2	.0055	2.9		14,818	.0052	1,611	5,110	3.8	3,940	35.7	13.6	31.0	26.6	25.6	33.8	4.7	9.8	3.0	16.2
Schuyler		4.5	.0026	1.5		4,879	.0017	1,084	3,253	1.6	2,999	49.7	24.8	33.1	37.3	13.2	23.0	2.8	7.6	1.2	7.3
Scotland		7.6	.0045	2.7		8,251	.0029	1,086	3,056	2.8	2,997	50.4	25.2	29.3	33.0	17.1	29.7	2.1	5.7	1.1	6.4
Scott		31.6	.0187	9.1	16.8	34,717	.0122	1,099	3,815	9.3	3,724	38.7	15.6	30.0	27.2	24.2	33.8	4.8	10.6	2.3	12.8
4 Sikeston		13.8	.0082	4.2		17,092	.0060	1,239	4,070	4.5	3,837	37.2	14.5	29.9	26.4	25.5	34.6	4.9	10.5	2.5	14.0
Shannon		6.6	.0039	1.8		4,940	.0018	748	2,744	2.2	2,292	66.5	43.5	25.9	38.3	7.0	15.8	.4	1.3	.2	1.1
Shelby		9.3	.0056	3.5		10,713	.0037	1,152	3,061	3.5	3,095	48.5	23.5	29.6	32.2	17.2	29.0	3.7	9.9	1.0	5.4
Stoddard		34.4	.0203	9.4	4.7	29,530	.0104	858	3,141	10.0	2,959	52.9	26.8	30.1	34.5	13.4	23.5	2.1	5.8	1.5	9.4
Stone		9.5	.0057	2.7		7,702	.0028	811	2,853	3.0	2,597	60.0	34.6	26.5	34.5	11.4	22.8	1.6	4.9	.5	3.2
Sullivan		10.1	.0059	3.3		10,965	.0038	1,086	3,323	3.7	2,945	52.8	26.9	29.8	34.2	14.0	24.7	2.0	5.6	1.4	8.6
Taney		9.3	.0056	2.7		8,816	.0031	948	3,265	3.1	2,861	55.8	29.2	28.0	33.2	12.9	23.4	1.9	5.4	1.4	8.8
Texas		16.6	.0098	5.1		13,978	.0050	842	2,741	5.2	2,675	57.6	32.2	28.2	35.6	12.0	23.3	1.5	4.8	.7	4.1
Vernon		22.3	.0132	6.8	8.5	26,549	.0093	1,191	3,904	8.0	3,320	47.9	21.6	27.3	27.8	18.8	29.5	4.1	10.2	1.9	10.9
Nevada		8.5	.0050	2.9		14,010	.0049	1,648	4,831	3.8	3,662	42.7	17.4	27.5	25.4	22.1	31.5	5.2	11.7	2.5	14.0
Warren		6.8	.0040	2.2		7,453	.0028	1,096	3,388	2.2	3,403	42.2	18.6	31.1	31.0	20.9	32.0	4.2	10.0	1.6	8.4
Washington		13.8	.0082	3.8		10,727	.0038	777	2,823	3.9	2,740	54.2	29.6	30.9	38.1	12.7	24.1	1.6	4.9	.6	3.3
Wayne		9.4	.0056	2.4		7,473	.0028	795	3,114	2.8	2,656	56.1	31.6	29.7	37.9	12.4	24.3	1.4	4.3	.4	1.9
Webster		14.2	.0084	4.3		12,437	.0044	876	2,892	4.5	2,780	55.0	29.6	30.8	37.5	11.3	21.1	1.9	5.6	1.0	6.2
Worth		4.9	.0029	1.6		5,277	.0019	1,077	3,298	1.6	3,212	46.1	21.5	33.2	35.0	16.2	26.2	2.8	7.2	1.7	10.1
Wright		13.9	.0082	4.3	2.8	12,063	.0042	868	2,805	4.5	2,682	61.0	34.1	25.0	31.4	11.1	21.5	1.8	5.6	1.1	7.4
Total Above Cities		2214.6	1.3118	701.0		4,296,000	1.5139	1,940	6,128	865.3	4,965	27.3	8.2	26.2	17.8	32.0	33.6	9.1	15.1	5.4	25.3
State Total		4283.0	2.8254	1338.4	2745.3	6,882,167	2.4180	1,610	5,127	1536.6	4,466	33.2	11.1	26.9	20.5	28.0	32.6	7.5	13.8	4.4	22.0

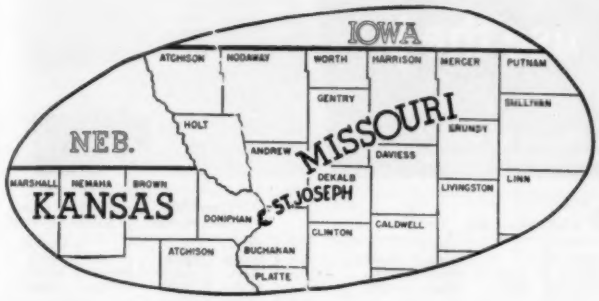
4 Sikeston is in New Madrid and Scott Counties.

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Before using these figures, read foreword, page 11.

ST. JOSEPH . . . Missouri's

3rd Largest City . . . Now



102,700 Pop.
Metropolitan Area

87% unduplicated **COVERAGE**

No other Newspaper, Daily or Sunday Reaches 7% of St. Joseph's Homes

A 22 County Market of $490,232,000 Retail Sales

Food Sales $76,933,000

Drug Sales $14,865,000

(All Figures From Sales Management's Survey of Buying Power, May 10, 1957)

ST. JOSEPH NEWS-PRESS

St. Joseph Gazette

Kelly-Smith Co., Nat'l Rep.

MISSOURI METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Joplin	214	112.5	.0666	37.7	68.3	150,754	.0531	1,340	3,999
Kansas City	72	972.4	.5761	319.9	850.6	1,956,436	.6895	2,012	6,116
St. Joseph	123	102.7	.0608	32.5	86.2	168,977	.0595	1,645	5,199
St. Louis	124	1,932.8	1.1449	595.3	1,700.8	3,673,265	1.2943	1,900	6,170
Springfield	143	119.5	.0708	39.6	104.0	180,072	.0634	1,507	4,547
Total Above Areas		3,239.9	1.9192	1,025.0	2,809.9	6,129,504	2.1598	1,892	5,980

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MISSOURI COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adair		17,844	.0093	2,663	.0093	78	78	3,979	889	2,040	1,047	1,227	3,415	1,169	2,279	489
Kirksville		15,508	.0081		.0065	94	117	3,458	782	1,613	1,047	1,194	3,139	626	2,211	489
Andrew		7,878	.0041	2,073	.0050	75	61	1,590	596	629	156	198	1,343	994	1,240	116
Atchison		10,449	.0054	3,166	.0059	92	84	1,656	287	291	295	304	2,238	1,066	2,264	289
Audrain		31,843	.0166	3,388	.0162	95	97	5,369	1,135	3,055	1,027	1,938	7,000	2,369	3,718	932
Mexico		21,624	.0112		.0091	114	140	4,628	731	2,104	991	920	5,824	985	2,125	727
Barry		20,121	.0104	2,959	.0094	71	79	3,702	711	1,078	1,111	613	3,834	1,313	1,577	588
Barton		11,528	.0060	2,812	.0056	80	86	2,215	338	552	331	405	2,140	560	1,833	305
Bates		14,461	.0075	2,371	.0083	82	74	3,065	610	1,957	94	282	2,834	1,876	1,613	328
Benton		6,756	.0035	2,413	.0037	67	64	865	394	797	...	300	747	493	945	183
Bollinger		5,518	.0028	2,044	.0032	56	51	977	96	1,370	74	601	887	319	711	29
Boone		45,933	.0238	3,480	.0260	93	85	9,664	3,211	3,797	3,186	2,337	8,142	3,739	4,212	1,698
Columbia		38,402	.0199		.0219	102	93	8,208	2,593	3,171	2,999	1,942	7,168	2,257	3,518	1,555
Buchanan	123	114,492	.0595	3,523	.0598	98	98	24,944	8,584	14,390	8,530	8,358	21,033	6,400	6,516	5,553
▲St. Joseph		99,967	.0519		.0505	102	105	19,408	7,012	14,341	8,423	7,935	20,691	3,240	6,158	5,455
Butler		32,684	.0170	2,945	.0160	69	73	6,625	1,932	3,825	1,621	1,529	7,100	3,028	3,256	854
Popular Bluff		27,814	.0144		.0100	93	135	5,664	1,414	2,477	1,555	1,529	7,050	1,784	2,978	729
Caldwell		8,647	.0045	2,543	.0045	80	80	1,497	486	565	86	90	1,890	693	1,255	107
Callaway		15,463	.0080	2,379	.0102	70	55	2,738	1,023	2,003	426	584	2,439	2,234	1,498	477
Fulton		10,343	.0054		.0054	83	83	3,284	509	934	426	556	2,120	668	904	387
Camden		7,339	.0038	3,336	.0032	74	88	1,807	855	547	161	234	775	946	759	117
Cape Girardeau		52,334	.0272	4,398	.0222	94	116	10,281	1,825	6,593	3,590	3,940	9,474	4,409	4,924	1,553
Cape Girardeau		38,373	.0199		.0152	106	139	7,309	1,358	4,707	3,132	3,359	8,023	2,820	3,204	1,406

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

ADVERTISING GOES... WHERE ADVERTISING SELLS!



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Sales Offices: New York, Cleveland, Chicago, Topeka, Los Angeles and San Francisco

MISSOURI

RETAIL SALES—SM ESTIMATES, 1956

The "SM" symbol's mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Carroll		13,051	.0068	2,616	.0069	78	78	2,712	461	584	495	603	2,755	1,090	1,902	319
Carter		2,211	.0011	1,575	.0018	59	41	406	210	534	37	77	156	531	99	56
Cass		20,950	.0109	3,222	.0101	87	94	4,556	1,085	417	686	749	3,284	2,787	3,126	945
Cedar		9,800	.0051	2,800	.0044	73	85	1,744	407	541	252	372	1,745	897	744	155
Charlton		11,911	.0062	2,534	.0066	79	74	2,226	405	1,049	320	418	1,735	1,132	1,292	257
Christian		7,230	.0038	1,903	.0046	64	53	857	355	1,086	44	98	1,172	691	778	196
Clark		6,798	.0035	2,428	.0037	70	66	1,206	267	563	48	195	964	1,265	1,136	199
Clay	72	126,428	.0657	6,167	.0472	127	176	17,960	6,864	41,947	3,924	2,854	19,573	7,791	13,095	5,484
1 North Kansas City		83,749	.0435		.0158	465	1279	7,911	1,644	39,671	2,895	1,398	11,182	2,910	9,591	3,402
1, 2▲Kansas City																
Clinton		16,938	.0088	4,457	.0067	102	133	3,632	498	599	668	231	2,883	713	1,698	507
Cole		45,293	.0235	4,355	.0214	95	104	9,536	2,358	4,782	3,044	2,393	9,182	2,880	4,380	1,483
Jefferson City		42,877	.0223		.0192	104	121	9,259	2,028	4,343	3,044	2,393	9,014	2,420	4,218	1,463
Cooper		12,903	.0067	2,530	.0060	83	70	2,306	713	1,192	513	1,587	2,250	1,287	1,474	495
Crawford		9,041	.0047	2,916	.0046	75	77	2,025	803	645	166	282	1,963	882	837	313
Dade		6,819	.0034	2,282	.0036	67	63	806	217	934	208	76	592	394	1,094	191
Dallas		8,230	.0043	2,939	.0037	70	81	1,160	249	814	76	609	1,620	759	799	216
Daviess		7,150	.0037	1,986	.0046	72	58	1,139	306	462	117	186	1,950	858	939	224
De Kalb		5,857	.0031	2,253	.0033	73	69	1,189	337	209	157	48	765	811	1,040	132
Dent		9,934	.0051	3,104	.0045	73	82	2,846	251	1,188	499	527	1,201	772	1,119	210
Douglas		6,220	.0033	2,304	.0034	61	59	818	160	1,010	256	...	1,049	704	297	257
Dunklin		38,320	.0199	2,971	.0188	68	72	7,202	1,421	2,060	2,689	1,217	8,335	4,704	5,775	971
Kennett		16,545	.0086		.0056	102	156	2,719	539	611	2,097	373	5,958	837	1,848	366
Franklin		40,246	.0209	3,120	.0210	84	84	9,494	2,959	3,521	1,488	1,930	7,743	3,348	3,328	1,192
Gasconade		12,494	.0065	2,903	.0064	79	80	2,518	750	1,337	253	758	1,204	1,105	3,337	495
Gentry		9,001	.0046	2,728	.0048	80	77	1,727	248	419	238	72	2,270	670	1,392	291
Greene	142	133,351	.0693	3,367	.0667	94	98	26,284	7,881	18,183	8,616	8,359	25,579	10,248	11,129	5,681
▲Springfield		119,917	.0623		.0576	102	110	25,131	6,271	16,137	8,537	8,300	24,429	6,448	10,547	5,551
Grundy		14,981	.0078	3,405	.0068	89	103	2,448	749	1,454	443	497	2,608	1,159	1,732	451
Trenton		12,900	.0067		.0043	123	191	2,107	592	1,170	443	471	2,592	931	1,526	368
Harrison		15,103	.0078	3,512	.0065	83	100	2,161	681	1,021	149	537	1,702	4,228	3,001	311
Henry		19,498	.0102	2,954	.0095	83	89	4,255	1,093	1,457	780	508	4,817	1,129	2,668	632
Clinton		13,030	.0068		.0043	119	189	2,522	628	938	578	451	4,034	485	1,896	459
Hickory		2,439	.0012	1,355	.0017	57	40	401	129	502	...	52	28	458	199	84
Holt		9,146	.0048	3,049	.0049	84	83	1,300	346	179	152	221	2,165	1,141	1,358	306
Howard		7,422	.0038	2,121	.0053	80	58	1,750	360	253	320	239	1,197	901	1,150	454
Howell		22,261	.0116	3,425	.0097	76	91	3,692	841	3,975	1,048	856	5,083	1,641	881	632
Iron		4,774	.0025	1,989	.0031	57	46	1,193	231	659	128	68	1,068	533	259	210
Jackson	72	988,968	.5137	4,940	.4449	127	146	160,906	65,777	250,262	72,341	46,633	168,270	44,322	61,749	51,477
1, 2▲Kansas City		881,730	.4580		.3859	132	157	132,625	61,893	241,533	70,005	41,950	146,711	28,071	51,479	45,979
Independence		58,127	.0302		.0319	103	97	14,689	2,259	6,731	1,760	3,286	14,934	3,757	3,340	3,492
Jasper	214	101,626	.0528	3,553	.0465	95	107	21,761	5,931	13,251	4,701	4,026	21,491	8,884	7,109	2,797
3△Joplin		67,307	.0350		.0275	110	141	13,562	4,410	10,312	3,435	2,801	15,828	4,196	3,402	1,612
Carthage		17,019	.0088		.0071	99	122	3,828	659	1,736	663	570	4,177	1,751	1,311	644
Jefferson		38,485	.0200	2,115	.0282	79	56	10,980	3,200	2,986	1,228	1,548	7,472	3,841	3,861	917
Johnson		18,614	.0097	2,190	.0122	78	62	4,132	1,287	878	756	943	2,638	2,278	2,462	753
Knox		5,171	.0027	1,847	.0035	74	57	936	153	183	86	215	763	450	1,365	134

1 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."
2 Kansas City is in Clay and Jackson counties.
3 Joplin is in Jasper and Newton counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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MISSOURI

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Laclede		21,332	.0110	3,678	.0090	80	97	3,169	802	2,342	1,026	672	6,581	1,865	1,496	549
Lebanon		18,912	.0098		.0065	112	109	2,721	580	2,085	1,036	672	5,889	1,502	1,190	549
Lafayette		23,944	.0125	2,752	.0135	84	78	4,419	1,344	1,581	1,079	1,287	4,822	2,308	2,124	1,089
Lawrence		17,227	.0089	2,153	.0103	72	62	2,715	721	1,102	828	1,092	3,114	1,668	2,275	803
Lewis		8,916	.0047	2,410	.0054	81	70	1,252	453	528	113	243	2,371	627	1,186	122
Lincoln		14,894	.0077	2,708	.0075	82	85	2,114	647	1,809	102	318	4,111	776	2,446	197
Linn		17,610	.0091	2,590	.0097	84	79	3,968	792	1,692	547	465	3,927	1,247	1,614	672
Livingston		20,534	.0107	3,674	.0093	96	110	3,487	946	1,796	1,068	869	3,031	1,470	3,215	695
Chillicothe		17,298	.0090		.0065	118	164	2,993	852	1,646	1,056	869	3,031	1,148	1,109	695
McDonald		13,724	.0071	3,268	.0059	70	85	1,690	489	2,358	31	93	2,233	912	367	234
Macon		14,921	.0078	1,938	.0096	72	59	2,526	764	1,428	716	689	3,187	1,071	2,192	496
Madison		8,872	.0046	3,286	.0044	77	81	2,027	552	664	183	310	1,527	654	926	239
Maries		3,726	.0019	1,863	.0025	63	48	465	101	525	61	90	931	293	394	93
Marion		33,158	.0173	3,283	.0167	93	96	7,865	2,321	2,033	2,022	2,066	6,386	4,144	3,209	1,638
4Hannibal		25,460	.0132		.0122	98	106	6,604	1,644	1,982	1,836	1,706	5,761	1,748	1,751	994
Mercer		5,043	.0026	2,654	.0025	78	81	873	118	167	53	77	822	491	1,057	87
Miller		12,126	.0063	2,756	.0059	70	75	2,450	622	1,150	183	396	2,905	910	978	295
Mississippi		16,137	.0084	2,882	.0067	70	67	3,981	547	1,699	315	971	2,956	1,313	3,071	497
Moniteau		8,401	.0043	2,471	.0044	72	70	1,580	362	686	119	555	2,040	716	1,138	147
Monroe		9,850	.0050	3,183	.0046	85	93	1,777	318	451	338	661	1,910	587	1,503	185
Montgomery		10,879	.0056	3,200	.0049	80	92	1,673	497	925	167	265	1,421	1,042	1,778	382
Morgan		9,022	.0047	3,341	.0039	78	94	2,456	355	386	548	174	1,192	983	824	131
New Madrid		21,004	.0109	2,211	.0131	59	49	4,547	1,149	2,552	804	1,267	1,801	2,253	4,236	618
5Sikeston																
Newton	214	26,342	.0137	2,895	.0134	77	79	3,964	931	1,182	923	613	8,216	3,148	2,021	577
3△Joplin																
Neosho		14,950	.0078		.0048	123	200	2,217	530	664	906	238	6,845	999	1,616	486
Nodaway		20,602	.0107	2,747	.0122	88	75	3,521	1,085	1,945	536	639	3,906	2,180	3,023	540
Maryville		13,652	.0071		.0055	125	161	2,295	686	1,442	509	461	3,391	579	1,989	394
Oregon		7,352	.0038	2,535	.0038	62	62	1,816	407	354	119	47	1,548	809	864	289
Osage		7,290	.0038	2,209	.0046	62	51	1,012	413	777	...	221	1,883	514	523	55
Ozark		3,685	.0019	1,755	.0026	55	40	513	131	972	113	374	443	293	121	116
Pemiscot		28,800	.0150	2,482	.0167	64	58	6,738	1,324	3,867	1,317	1,597	5,286	3,016	3,293	761
Perry		11,649	.0060	3,530	.0056	78	83	1,634	885	2,366	77	567	1,200	1,452	1,898	252
Pettis		40,200	.0209	3,190	.0199	92	96	7,975	2,492	3,863	2,474	2,145	8,982	2,669	3,638	1,185
Sedalia		36,355	.0189		.0159	103	123	6,963	2,129	3,777	2,474	2,136	8,833	1,673	3,242	1,108
Phelps		26,221	.0137	3,693	.0119	83	96	5,830	1,957	1,422	1,067	975	5,721	1,846	2,026	789
Rolla		19,263	.0100		.0088	102	116	4,142	1,249	1,039	814	806	5,117	879	1,397	566
Pike		17,311	.0089	2,838	.0092	88	85	2,913	832	1,055	333	485	2,245	2,709	2,633	538
Platte		22,608	.0118	4,266	.0099	96	115	4,473	960	378	75	106	1,077	8,181	4,013	121
Polk		13,605	.0071	2,777	.0067	74	79	1,966	318	805	409	640	2,515	867	927	262
Pulaski		16,198	.0084	6,749	.0048	102	179	3,386	1,542	1,254	781	885	2,032	1,839	1,053	879
Putnam		5,645	.0029	2,016	.0035	71	59	949	181	589	214	108	1,321	316	866	226
Ralls		4,009	.0021	1,432	.0038	68	38	965	219	261	...	98	496	274	863	154
4Hannibal																
Randolph		25,645	.0133	3,017	.0135	94	92	4,774	1,713	2,773	1,149	1,485	5,204	1,883	3,004	712
Moberly		21,417	.0111		.0090	114	141	4,033	1,114	2,577	1,149	1,409	4,985	942	2,106	608
Ray		11,951	.0062	1,897	.0082	76	57	2,394	335	818	404	656	2,349	825	1,880	543
Reynolds		3,116	.0016	1,633	.0022	56	41	520	81	685	22	...	951	223	108	22
Ripley		6,726	.0035	2,319	.0036	62	61	2,073	179	443	299	253	897	258	418	223
St. Charles	124	41,634	.0217	3,965	.0199	92	100	8,227	3,057	3,114	1,876	1,671	8,607	3,196	5,747	1,072
St. Charles		27,029	.0140		.0130	98	105	6,429	1,683	1,446	1,780	1,167	5,730	1,586	3,822	966
St. Clair		5,628	.0029	1,815	.0036	65	53	741	301	360	107	68	1,579	293	822	178
St. Francois		32,659	.0169	2,890	.0181	80	75	10,524	1,451	2,590	1,404	1,336	6,448	2,471	3,697	936

3 Joplin is in Jasper and Newton Counties.
4 Hannibal is in Marion and Ralls counties.
5 Sikeston is in New Madrid and Scott counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures, read foreword, page 11.
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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

THE LEADER IN ST. LOUIS TELEVISION

DOMINATING America's NINTH MARKET

Covering 38 Missouri-Illinois Counties
47 Communities of 5,000 or more population!

Audience

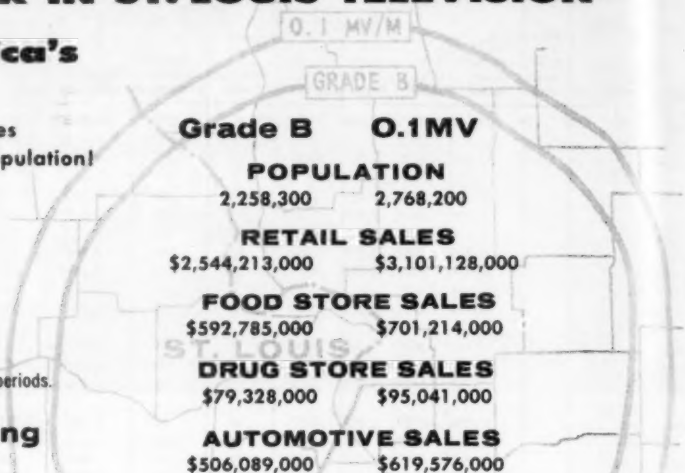
ARB and Pulse Share-of-Audience figures prove KWK-TV audience domination in the market.

Personalities

KWK-TV daytime personalities dominate their time periods.

Promotion & Merchandising

Newspaper space—merchandising bulletin—magazine rack cards—taxi-posters—and many other efforts provide a "plus" for KWK-TV clients!



Grade B O.1MV

POPULATION
2,258,300 2,768,200

RETAIL SALES
$2,544,213,000 $3,101,128,000

FOOD STORE SALES
$592,785,000 $701,214,000

DRUG STORE SALES
$79,328,000 $95,041,000

AUTOMOTIVE SALES
$506,089,000 $619,576,000

Source:
Editor & Publisher (1956)
Sales Management Survey of Buying Power (1956)



KWK TV CHANNEL 4

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

MISSOURI

RETAIL SALES — SM ESTIMATES, 1956

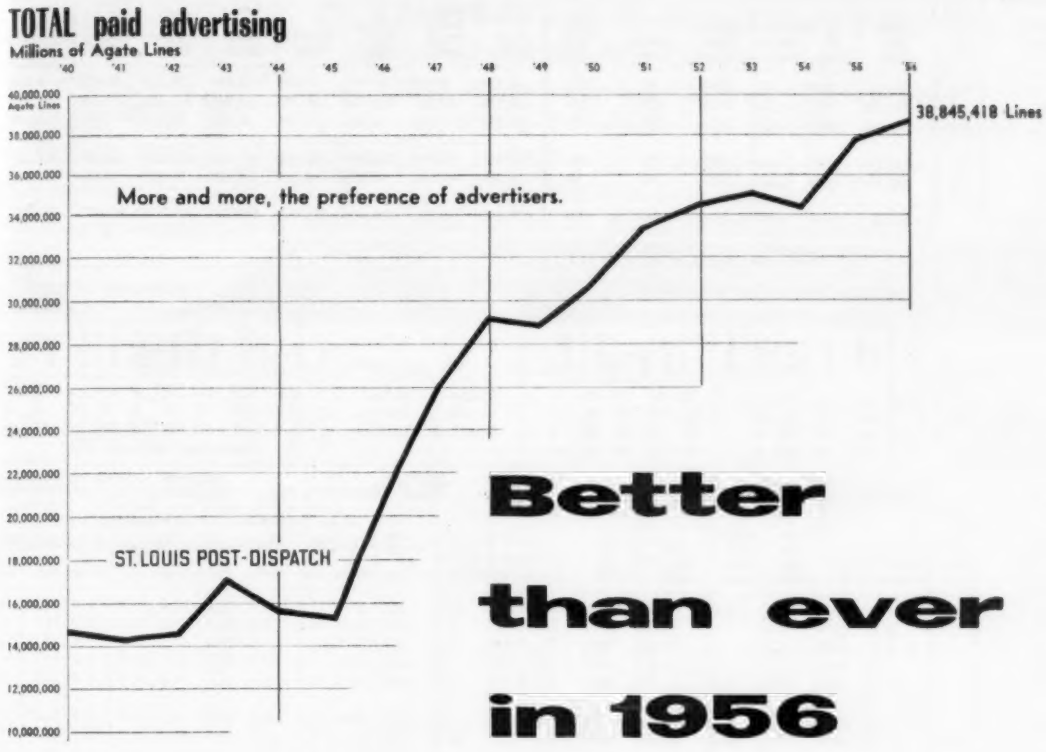
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
6St. Louis	124	1,779,526	.9245	3,969	.9552	111	107	417,779	140,599	309,042	102,953	97,314	303,632	113,750	89,718	66,307
▲St. Louis		1,215,699	.6315		.5901	114	122	234,878	107,626	253,085	80,759	79,969	206,965	60,103	49,120	41,719
Clayton		97,058	.0504		.0314	285	458	20,624	4,685	30,305	8,760	2,628	17,811	1,933	2,125	2,913
Maplewood		44,531	.0231		.0134	163	282	7,276	1,226	3,882	3,398	1,660	20,214	957	2,215	2,492
University City		34,717	.0180		.0355	113	58	13,885	1,947	4,509	765	1,637	3,185	3,206	859	2,704
Webster Groves		31,228	.0162		.0207	126	99	11,620	521	1,905	336	634	5,217	2,243	5,122	1,583
Kirkwood		36,482	.0190		.0201	122	115	9,806	1,699	2,070	884	814	11,869	3,216	2,109	1,815
Overland		18,959	.0098		.0109	97	88	6,773	1,121	1,041	2,006	653	909	1,863	2,330	811
Ferguson		26,182	.0136		.0111	118	145	11,963	677	2,285	745	1,049	4,127	1,333	978	1,060
Jennings		16,620	.0086		.0113	97	74	6,378	585	628	526	690	1,906	1,717	1,005	529
Richmond Heights		10,925	.0057		.0110	111	58	3,804	1,060	239	28	575	1,748	1,888	339	453
Wellston		20,325	.0106		.0090	116	154	5,427	642	234	1,788	592	8,572	681	1,303	116
Ste. Genevieve		9,010	.0046	3,003	.0050	76	70	1,898	1,112	988	169	232	1,397	699	1,873	73
Saline		25,661	.0134	3,019	.0136	83	82	4,322	1,487	1,901	957	1,130	5,053	1,652	3,321	728
Marshall		15,594	.0081		.0061	111	147	2,677	697	1,098	786	696	3,051	594	2,648	481
Schuyler		6,904	.0035	4,603	.0024	92	135	1,482	148	135	42	...	1,808	508	541	294
Scotland		5,769	.0030	2,137	.0033	73	67	1,058	172	516	122	476	1,234	594	712	225
Scott		33,611	.0175	3,694	.0151	81	94	7,520	1,420	2,028	1,789	1,497	5,658	4,089	5,712	757
5Sikeston		24,737	.0129		.0085	104	157	4,520	700	1,114	1,741	1,200	5,475	2,955	4,513	464
Shannon		3,097	.0016	1,721	.0021	54	41	872	119	592	...	37	555	247	178	76
Shelby		8,652	.0045	2,472	.0043	77	80	1,586	265	474	466	309	1,165	1,029	1,433	187
Stoddard		21,568	.0112	2,294	.0127	63	56	4,413	828	1,728	725	1,200	4,581	1,503	4,219	389
Stone		4,771	.0025	1,767	.0033	58	44	745	119	557	75	77	738	200	259	82
Sullivan		8,843	.0035	2,074	.0041	69	59	1,179	198	777	117	249	1,224	865	912	236
Taney		8,801	.0048	3,260	.0040	71	82	1,489	845	1,333	380	165	1,087	822	1,036	366
Texas		12,482	.0065	2,447	.0064	65	66	2,909	464	1,432	259	298	3,472	951	1,187	341
Vernon		17,812	.0093	2,619	.0101	77	70	3,899	936	1,703	600	1,087	2,903	1,672	2,176	540
Nevada		14,735	.0077		.0058	116	154	3,091	799	1,398	600	1,040	2,814	1,287	2,008	511
Warren		7,019	.0036	3,190	.0032	80	90	1,372	559	655	68	118	1,072	437	1,098	134
Washington		8,480	.0044	2,232	.0049	60	54	2,123	394	729	147	128	1,714	948	1,862	117
Wayne		4,532	.0024	1,888	.0031	55	43	1,047	307	698	133	148	1,160	592	282	98
Webster		11,064	.0057	2,573	.0056	67	68	1,682	359	786	673	375	2,769	899	1,060	282
Worth		3,815	.0020	2,384	.0021	72	69	471	67	283	79	640	852	336	436	69
Wright		12,900	.0067	3,000	.0058	71	82	1,769	347	2,053	312	372	2,922	758	826	268
Total Above Cities		3,367,360	1.7491		1.5439	118	133	646,431	229,764	672,980	226,692	182,731	636,319	158,318	205,152	138,101
State Total		4,873,955	2.5319	3,642	2.4737	98	100	993,276	318,864	780,594	262,511	238,128	868,438	345,122	385,167	183,256

5 Sikeston is in New Madrid and Scott Counties.
6 St. Louis County combined with the Independent City of St. Louis.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.



IN EACH market there is one outstanding newspaper for advertising. In St. Louis the Post-Dispatch has led for 56 consecutive years.

Of all years, 1956 was the greatest on record, when this newspaper published 38,845,418 agate lines, or 67%* of the advertising of metropolitan St. Louis newspapers, *leading* in 28 of 30 retail display classifications and in 21 of 22 general display classifications.

ST. LOUIS POST-DISPATCH

The selling force behind St. Louis business.

*Parade, Part-run, American Weekly and This Week not included.

MISSOURI

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Joplin	214	127,968	.0665	3,394	.0599	90	100	25,625	6,862	14,413	5,624	4,639	29,707	12,029	9,130	3,374
Kansas City	72	1,370,978	.7121	4,286	.6735	117	124	251,189	85,911	310,734	88,727	60,797	247,300	71,804	97,926	99,218
St. Joseph	123	114,492	.0595	3,523	.0598	98	98	24,944	8,584	14,390	8,530	8,358	21,033	6,400	6,516	5,952
St. Louis	124	2,288,574	1.1889	3,844	1.2327	108	104	550,531	189,494	350,690	129,468	123,324	401,554	153,231	132,174	80,833
Springfield	143	133,351	.0693	3,367	.0667	94	98	26,284	7,881	18,183	9,616	8,359	25,579	10,248	11,129	5,681
Total Above Areas		4,035,363	2.0963	3,937	2.0926	109	109	878,553	298,732	708,410	238,965	205,477	725,173	253,712	256,875	184,957

MONTANA — (Other Mountain States: Arizona, Colorado, Idaho, Nevada, New Mexico, Utah, Wyoming.)

Map, page 490

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Anaconda	Deer Lodge	14.5	168	45	39	4	8	9	15	13	11	4
Billings	Yellowstone	42.1	498	64	91	39	44	39	28	63	31	15
Bozeman	Gallatin	12.3	182	23	29	13	17	14	9	25	19	6
Butte	Silver Bow	35.6	606	155	195	33	42	25	26	44	18	13
Glasgow	Valley	4.7	87	21	15	4	8	4	6	6	14	3
Glendive	Dawson	8.7	88	9	19	6	7	4	8	7	13	3
Great Falls	Cascade	50.3	513	79	100	52	30	33	38	69	38	11

(Continued on page 490)

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956

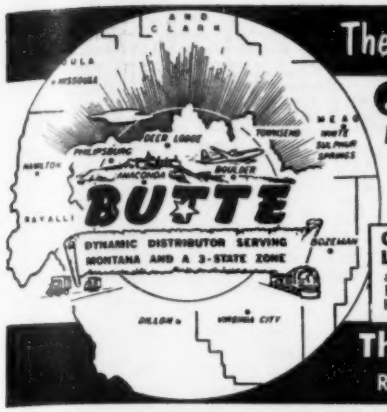
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 Units	$0-2,499 % Inc.	$2,500-3,999 Units	$2,500-3,999 % Inc.	$4,000-6,999 Units	$4,000-6,999 % Inc.	$7,000-9,999 Units	$7,000-9,999 % Inc.	$10,000&over Units	$10,000&over % Inc.
Beaverhead		6.0	.0036	2.4	3.0	9,814	.0035	1,636	4,089	2.4	4,057	38.9	14.3	31.8	26.1	20.3	26.0	5.0	10.2	4.2	23.4
Big Horn		8.7	.0051	2.3		11,654	.0041	1,340	5,067	2.5	4,749	33.6	10.5	29.6	21.0	23.5	25.6	7.0	12.1	6.3	30.8
Blaine		8.2	.0049	2.8		12,060	.0043	1,471	4,824	2.8	4,312	35.1	12.1	26.5	20.6	27.0	32.5	7.4	14.0	4.0	20.8
Broadwater		2.5	.0015	.8		3,975	.0014	1,590	4,969	.8	4,994	29.9	8.9	29.8	20.2	26.1	27.1	7.4	12.1	6.8	31.7
Carbon		9.6	.0057	3.0	2.6	11,767	.0041	1,226	3,922	3.0	3,929	36.6	13.9	30.3	25.9	24.9	32.9	5.2	10.8	3.0	16.5
Carter		2.3	.0013	.6		3,334	.0012	1,450	5,557	.7	4,961	32.6	9.8	35.1	23.8	17.4	18.2	7.3	12.0	7.6	36.2
Cascade	210	84.0	.0379	21.1	50.3	129,828	.0457	2,029	6,153	23.4	5,555	22.4	6.0	22.2	13.4	37.7	35.2	10.7	15.7	7.0	29.7
△Great Falls		50.3	.0298	15.9		105,644	.0372	2,100	6,644	18.8	5,614	21.7	5.8	21.7	13.0	38.5	35.5	11.0	16.0	7.1	29.7
Chouteau		6.9	.0041	2.3		17,302	.0061	2,508	7,523	2.3	7,474	22.7	4.5	24.0	10.9	24.8	17.2	12.7	13.8	15.8	53.6
Custer		13.0	.0077	4.2	11.0	21,463	.0076	1,651	5,110	4.3	4,950	26.9	8.1	24.8	16.8	33.8	35.4	9.2	15.3	5.3	24.4
Miles City		11.0	.0065	3.6		19,147	.0067	1,741	5,319	3.9	4,962	26.8	8.1	24.4	16.4	34.2	35.7	9.3	15.4	5.3	24.4
Daniels		3.3	.0020	.9		3,861	.0013	1,170	4,290	.9	4,343	41.5	14.2	24.5	19.1	22.6	27.0	6.0	11.2	5.4	28.5
Dawson		9.7	.0057	3.0	8.7	16,892	.0060	1,741	5,631	3.3	5,139	23.6	6.8	25.0	16.5	35.5	35.8	10.5	16.6	5.4	24.3
Glendive		8.7	.0052	2.8		16,832	.0059	1,935	6,011	3.3	5,147	23.5	6.8	25.0	16.4	35.6	35.8	10.5	16.6	5.4	24.4
Deer Lodge	188	19.4	.0115	5.4	14.5	30,717	.0108	1,583	5,688	5.0	5,123	17.9	5.2	21.4	13.9	47.2	47.8	9.4	15.1	4.1	18.0
△Anaconda		14.5	.0086	4.5		26,922	.0095	1,857	5,983	5.2	5,187	17.2	5.0	20.9	13.6	48.0	47.9	9.7	15.2	4.2	18.3
See Butte-Anaconda																					
Fallon		3.5	.0021	1.0		5,966	.0021	1,705	5,966	1.2	5,174	27.2	7.8	27.8	18.1	29.7	29.7	8.4	13.3	6.9	31.1
Fergus		13.9	.0082	4.6	9.1	28,086	.0099	2,021	6,106	4.9	5,698	26.2	6.8	26.4	15.6	29.8	27.1	8.7	12.5	8.9	38.0
Lewistown		9.1	.0054	2.8		18,574	.0065	2,041	6,634	3.4	5,407	26.9	7.4	26.5	16.5	30.2	29.0	8.5	12.8	7.9	34.3
Flathead		33.9	.0201	11.1	14.5	50,434	.0178	1,488	4,544	11.1	4,555	25.6	8.4	26.6	19.6	36.0	41.0	8.5	15.2	3.3	15.8
Kalispell		10.8	.0064	3.8		17,910	.0063	1,658	4,713	3.8	4,753	26.6	8.4	24.5	17.2	36.2	39.5	8.4	14.5	4.3	20.4
Gallatin		24.6	.0146	7.8	12.3	44,331	.0156	1,802	5,683	9.5	4,668	31.4	10.0	24.8	17.8	30.4	33.8	8.6	15.1	4.8	23.3
Bozeman		12.3	.0073	3.7		24,619	.0087	2,002	6,654	5.4	4,586	34.7	11.3	23.0	16.9	29.2	33.0	8.2	14.6	4.9	24.2
Garfield		2.0	.0012	.7		3,482	.0012	1,741	4,974	.7	5,197	42.2	12.1	26.0	16.9	15.7	15.6	6.4	10.1	9.7	45.3
Glacier		11.1	.0065	3.2	4.4	16,719	.0059	1,506	5,225	3.4	4,952	26.0	7.8	23.3	15.9	36.5	38.2	9.2	15.1	5.0	23.0
Golden Valley		1.4	.0009	.4		2,394	.0009	1,710	5,985	.4	5,580	32.9	8.8	26.3	15.9	23.5	21.8	7.5	10.9	9.8	42.6
Granite		2.7	.0016	.9		4,204	.0015	1,557	4,671	.9	4,520	28.8	9.5	28.1	20.9	31.9	36.6	7.1	12.8	4.1	20.2
Hill		16.4	.0097	5.2	10.1	28,273	.0099	1,724	5,437	5.2	5,488	27.1	7.4	22.0	13.4	31.8	30.1	11.7	17.4	7.4	31.7
Havre		10.1	.0060	3.3		19,224	.0068	1,903	5,825	3.4	5,575	25.8	6.9	20.7	12.6	33.9	31.5	12.2	17.9	7.4	31.1
Jefferson		3.9	.0023	1.0		4,224	.0015	1,083	4,224	1.0	4,203	38.4	13.6	29.6	23.7	21.4	26.4	6.0	11.6	4.6	24.7
Judith Basin		3.3	.0019	.9		7,225	.0026	2,189	8,028	1.1	6,659	25.8	5.8	25.0	12.5	25.3	19.7	11.0	13.5	12.9	48.5
Lake		11.8	.0069	3.5		12,433	.0043	1,069	3,544	3.5	3,544	40.4	17.0	32.4	30.8	20.6	30.1	4.5	10.3	2.1	11.8
Lewis and Clark		27.0	.0160	9.1	22.0	52,769	.0186	1,954	5,799	9.8	5,387	23.9	6.6	22.1	13.8	35.9	34.6	11.8	17.9	6.3	27.1
Helena		22.0	.0130	7.3		43,290	.0153	1,968	5,930	8.0	5,425	23.1	6.3	22.1	13.7	36.4	34.8	12.1	18.2	6.3	27.0
Liberty		2.7	.0016	.8		5,935	.0021	2,198	9,892	.9	6,522	22.5	5.1	22.9	11.8	30.2	24.0	13.1	16.4	11.3	42.7
Lincoln		11.2	.0066	3.5		15,449	.0055	1,379	4,414	3.6	4,334	29.4	10.1	24.7	19.1	35.3	42.3	7.8	14.8	2.8	13.7
McCone		3.7	.0022	1.1		6,747	.0023	1,824	6,134	1.2	5,772	29.2	7.5	25.8	15.0	23.8	21.2	12.1	17.2	9.3	39.1
Madison		6.1	.0037	1.9		9,261	.0033	1,516	4,874	2.1	4,336	31.2	10.7	31.8	24.8	27.0	32.2	6.1	11.5	4.1	21.0
Meagher		2.1	.0012	.8		3,345	.0012	1,593	4,181	.8	4,001	34.9	13.0	35.5	29.9	21.2	27.4	4.8	9.8	3.6	19.9
Mineral		2.5	.0015	.8		3,861	.0013	1,464	4,576	.9	4,179	26.5	9.5	29.1	23.4	35.5	44.0	6.8	13.4	2.1	9.7
Missoula		41.1	.0243	13.4	27.3	69,300	.0244	1,686	5,172	15.4	4,488	30.7	10.2	25.6	19.2	31.6	36.5	8.2	14.9	3.9	19.2
Missoula		24.2	.0143	7.5		45,539	.0160	1,882	6,072	10.2	4,478	32.6	10.8	24.8	18.6	30.3	35.1	8.2	15.0	4.1	20.5
Musselshell		5.3	.0032	1.8	2.8	9,177	.0032	1,732	5,098	1.8	5,087	26.3	7.7	24.7	16.4	33.9	34.5	9.2	14.8	5.9	26.6
Park		13.1	.0077	4.3	8.3	22,086	.0078	1,686	5,136	4.5	4,871	23.8	7.3	25.7	17.7	37.2	39.6	8.9	14.9	4.4	20.5
Livingston		8.3	.0049	2.5		14,699	.0052	1,771	5,880	3.0	4,909	22.1	6.7	24.3	16.7	39.7	41.9	9.8	16.2	4.1	18.5

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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The Richest Hill on Earth *IS* Montana's Richest Market

SM Ranks Butte-Anaconda Among Montana Metropolitan Areas...

FIRST in Payroll with its $88 Million in Wages

FIRST in Population and Families in ABC City Zone

FIRST in Effective Buying Income for average wage earners

FIRST in Food Sales

FIRST in Liquor Sales

FIRST in Eat and Drink Sales

CONSISTENTLY LISTED BY SM among the top ten Pacific Northwest High Sport Markets

The Montana Standard and **The Butte Daily Post**

Represented Nationally by SAWYER • FERGUSON • WALKER COMPANY

MONTANA — COUNTIES CITIES

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956

COUNTIES CITIES	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000 & over % Units	$10,000 & over % Inc.
Petroleum		.9	.0006	.3		1,622	.0006	1,802	5,407	.3	4,757	29.6	9.2	21.1	14.9	36.7	40.0	7.9	13.6	4.7	22.3
Phillips		5.1	.0030	1.8		7,610	.0026	1,492	4,228	1.8	4,336	37.2	12.8	24.9	19.3	26.7	31.9	6.7	12.6	4.5	23.4
Pondera		6.3	.0037	1.8		15,083	.0054	2,394	8,379	2.1	7,169	21.9	4.6	22.6	10.5	30.7	22.2	10.4	11.9	14.4	50.8
Powder River		2.6	.0016	.8		5,261	.0018	2,023	6,576	.8	6,204	30.2	7.2	21.7	11.7	25.8	21.4	11.2	14.8	11.3	44.9
Powell		6.5	.0038	1.9	3.9	9,489	.0034	1,457	4,984	2.0	4,709	24.6	7.8	23.8	16.9	38.9	42.8	9.2	16.0	3.5	16.5
Prairie		2.4	.0014	.8		3,955	.0013	1,648	4,944	.8	5,266	28.0	7.9	25.1	16.1	32.9	32.4	6.5	10.1	7.5	33.5
Ravalli		11.9	.0071	3.9	2.4	14,629	.0062	1,229	3,751	3.9	3,764	36.2	14.3	32.9	29.4	23.4	32.2	5.1	11.1	2.4	13.0
Richland		10.3	.0061	2.9	4.0	13,534	.0048	1,314	4,667	2.9	4,680	30.2	9.6	30.0	21.6	26.8	29.7	7.8	13.6	5.2	25.5
Roosevelt		11.0	.0065	3.0	2.9	14,781	.0052	1,344	4,927	3.0	4,865	32.1	9.8	26.7	18.4	27.2	29.0	7.8	13.2	6.2	29.6
Rosebud		6.4	.0038	1.8		9,576	.0034	1,496	5,320	2.1	4,599	35.6	11.5	26.3	19.3	25.6	28.8	6.9	12.2	5.6	28.2
Sanders		7.0	.0041	2.3		8,636	.0030	1,234	3,756	2.3	3,787	34.3	13.5	32.1	28.5	26.0	35.6	5.6	12.1	2.0	10.3
Sheridan		6.4	.0038	1.8		9,636	.0034	1,506	5,353	2.0	4,904	31.8	9.7	27.7	18.9	27.1	28.7	6.8	11.4	6.6	31.3
Silver Bow	189	56.5	.0335	20.3	41.3	99,759	.0351	1,766	4,914	21.0	4,752	24.2	7.6	22.5	15.9	40.9	44.6	8.8	15.1	3.6	16.8
△Butte-Anaconda		*50.1*	*.0297*	*16.5*		*93,104*	*.0388*	*1,858*	*5,645*												
△Butte		35.6	.0211	12.0		66,182	.0233	1,859	5,515	14.1	4,709	25.2	8.0	22.6	16.2	39.9	43.9	8.7	15.0	3.6	16.9
Stillwater		5.6	.0033	1.8		8,657	.0031	1,546	4,809	1.8	4,815	34.5	10.7	28.0	19.5	24.7	26.6	6.1	10.4	6.7	32.8
Sweet Grass		3.3	.0020	1.0		5,691	.0020	1,725	5,691	1.2	4,758	32.2	10.1	29.9	21.1	24.4	26.6	7.5	12.9	6.0	29.3
Teton		7.1	.0042	2.2		13,182	.0048	1,857	5,992	2.2	6,061	27.3	6.7	27.8	15.4	25.6	21.9	8.3	11.2	11.0	44.8
Toole		7.9	.0047	2.4	3.5	17,137	.0061	2,169	7,140	2.7	6,259	19.5	4.6	20.2	10.9	39.1	32.4	11.6	15.1	9.6	37.0
Treasure		1.4	.0008	.4		2,504	.0009	1,789	6,260	.4	6,454	20.6	4.8	26.1	13.5	34.0	27.3	7.7	9.8	11.6	44.6
Valley		10.9	.0064	3.4	4.7	17,124	.0060	1,571	5,036	3.4	5,013	26.3	7.8	26.3	17.6	32.7	33.8	9.1	14.9	5.6	25.9
Glasgow		4.7	.0028	1.5		7,954	.0028	1,692	5,303	1.6	4,996	24.1	7.2	26.5	17.8	34.8	36.1	9.4	15.4	5.2	23.5
Wheatland		3.0	.0018	1.0		5,568	.0020	1,856	5,568	1.1	5,209	27.8	8.0	28.5	18.3	27.2	27.1	9.5	15.0	7.0	31.6
Wibaux		1.8	.0011	.4		2,518	.0009	1,399	6,295	.6	4,521	31.2	10.3	29.1	21.6	27.1	31.1	8.1	14.6	4.5	22.4
Yellowstone	181	70.7	.0419	23.2	45.7	128,247	.0451	1,814	5,528	23.2	5,519	20.8	5.6	23.1	14.1	38.2	35.9	11.4	16.9	6.5	27.5
△Billings		42.1	.0249	13.7		86,417	.0305	2,053	6,308	15.3	5,649	20.9	5.5	22.8	13.6	37.2	34.1	12.0	17.4	7.1	29.4
Total Above Cities		263.7	.1562	84.9		512,953	.1807	1,945	6,042	99.2	5,169	24.6	7.1	23.0	14.9	36.7	36.8	10.1	16.0	5.6	25.2
State Total		641.7	.3802	205.3	309.3	1,092,319	.3849	1,702	5,321	217.7	5,017	26.8	8.0	25.0	16.7	33.5	34.6	9.1	14.8	5.6	25.9

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956: Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Billings	181	70.7	.0419	23.2	45.7	128,247	.0451	1,814	5,528
△Butte-Anaconda	189	75.9	.0450	25.7	55.8	130,476	.0459	1,719	5,077

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956: Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Great Falls	210	64.0	.0379	21.1	50.3	129,828	.0457	2,029	6,153
Total Above Areas		210.6	.1248	70.0	151.8	388,551	.1367	1,845	5,551

RETAIL SALES — SM ESTIMATES, 1956

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Beaverhead		10,041	.0052	4,184	.0040	111	144	1,891	929	581	699	283	2,394	480	1,256	186
Big Horn		8,491	.0044	3,692	.0044	86	86	1,948	863	477	401	115	1,928	364	1,557	177
Blaine		9,767	.0051	3,907	.0047	96	104	1,949	852	432	224	120	2,161	938	1,957	142
Broadwater		2,616	.0013	3,270	.0013	87	87	459	173	65	137	52	493	253	679	93
Carbon		6,987	.0037	2,329	.0043	75	65	1,476	780	675	286	42	1,148	613	941	300
Carter		1,767	.0009	2,945	.0012	92	89	310	200	44	51	72	104	429	359	42
Cascade	210	92,481	.0480	4,393	.0448	118	127	16,620	8,417	13,035	5,372	6,347	16,900	5,705	8,287	2,749
△Great Falls		84,692	.0440		.0378	127	148	15,384	6,179	12,843	5,342	6,347	15,866	5,424	7,252	2,676

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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MONTANA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Chouteau		10,007	.0057	4,699	.0056	137	139	1,256	1,002	534	65	102	1,920	547	2,477	303
Custer		17,656	.0091	4,204	.0081	105	118	2,989	1,847	1,785	1,081	527	4,722	1,289	1,637	695
Miles City		16,794	.0087		.0073	112	134	2,798	1,538	1,751	1,081	527	4,722	943	1,637	695
Daniels		6,429	.0034	7,143	.0020	100	170	956	492	374	313	111	968	46	1,405	194
Dawson		15,402	.0080	5,134	.0066	116	140	2,509	1,581	1,183	607	477	3,523	993	3,103	294
Glendive		13,376	.0069		.0061	117	133	2,290	1,178	1,128	607	477	3,412	766	2,569	294
Deer Lodge	189	15,570	.0086	3,089	.0102	89	75	4,967	1,588	1,300	864	682	3,317	1,532	909	406
△Anaconda		15,969	.0083		.0090	105	97	4,646	1,491	1,300	636	682	3,317	1,476	810	406
See Butte-Anaconda																
Fallon		4,107	.0021	4,107	.0021	100	100	814	429	219	227	134	898	364	679	224
Fergus		18,558	.0096	4,034	.0095	118	117	3,393	1,485	1,479	922	657	3,960	1,351	3,234	622
Lewistown		15,387	.0080		.0067	124	148	2,817	988	1,014	922	657	3,490	961	2,582	494
Flathead		42,654	.0222	3,843	.0196	98	110	9,488	3,693	3,826	2,097	2,207	8,875	3,706	3,778	1,196
Kalispell		29,444	.0153		.0090	141	239	6,277	1,444	3,017	1,604	1,973	7,583	1,992	2,142	862
Gallatin		28,599	.0149	3,867	.0152	104	102	5,779	2,543	2,082	1,946	885	4,172	2,701	4,766	888
Bozeman		20,404	.0106		.0090	123	145	3,790	1,231	1,789	1,693	885	3,685	1,709	3,501	723
Garfield		1,248	.0006	1,783	.0010	83	50	387	230	...	70	...	214	196	63	41
Glacier		14,157	.0074	4,424	.0065	100	114	2,972	1,423	1,137	560	487	3,344	1,385	1,709	116
Golden Valley		1,419	.0007	3,548	.0006	89	78	144	73	230	...	...	215	136	562	...
Granite		5,450	.0028	6,056	.0019	119	175	735	2,666	101	105	82	607	453	308	131
Hill		29,819	.0155	5,734	.0116	120	160	5,167	2,180	3,358	1,106	867	5,931	1,531	5,771	648
Havre		24,276	.0126		.0084	140	210	4,335	1,678	2,767	1,063	867	4,951	1,239	4,045	645
Jefferson		3,457	.0018	3,457	.0017	74	78	526	569	61	70	88	402	563	349	109
Judith Basin		2,260	.0012	2,511	.0021	111	63	444	201	116	...	...	367	326	470	108
Lake		10,996	.0056	3,113	.0052	75	81	2,198	1,134	1,116	324	230	2,249	703	1,282	239
Lewis and Clark		33,396	.0174	3,670	.0177	111	109	7,939	3,781	3,023	2,055	1,724	6,476	2,852	2,269	866
Helena		30,479	.0158		.0150	115	122	7,248	2,932	2,900	2,055	1,638	6,131	2,504	2,135	866
Liberty		4,101	.0021	6,835	.0020	125	131	476	667	94	46	...	622	408	1,467	75
Lincoln		9,295	.0049	2,656	.0065	83	74	2,195	748	1,123	240	237	1,273	1,135	1,192	247
McCone		3,351	.0017	3,046	.0021	95	77	492	378	123	79	...	658	285	1,055	46
Madison		4,783	.0025	2,517	.0032	86	68	1,232	734	290	50	108	928	345	253	176
Meagher		2,080	.0011	2,600	.0011	92	92	403	388	53	86	55	406	548	...	43
Mineral		2,333	.0012	2,916	.0013	87	80	672	660	148	...	...	150	425	175	39
Missoula		51,068	.0265	3,811	.0251	103	109	10,185	4,510	4,243	2,389	2,699	11,114	4,340	5,154	1,467
Missoula		45,275	.0235		.0179	125	164	9,014	3,293	4,048	2,345	2,559	11,114	3,249	4,025	1,467
Musselshell		5,459	.0028	3,033	.0030	94	88	1,222	519	284	161	305	1,272	431	680	224
Park		13,860	.0072	3,228	.0076	99	94	3,291	1,686	1,171	941	181	1,831	1,544	1,502	396
Livingston		11,691	.0061		.0054	110	124	2,689	1,384	1,007	941	181	1,831	975	1,350	383
Petroleum		284	.0002	947	.0005	83	33	54	84	...	...	...	...	39	59	...
Phillips		9,776	.0051	5,431	.0034	113	170	1,540	909	946	314	131	2,448	547	2,024	279
Pondera		12,273	.0063	6,818	.0064	146	170	1,790	644	844	303	...	1,941	869	4,079	230
Powder River		1,322	.0007	1,653	.0014	88	44	322	106	61	...	48	451	208	58	...
Powell		7,205	.0038	3,792	.0036	95	100	1,882	1,051	411	276	166	1,299	617	633	297
Prairie		2,330	.0012	2,913	.0013	93	86	513	196	152	79	22	397	268	530	42
Ravalli		10,249	.0053	2,628	.0056	79	75	2,404	722	556	374	326	2,258	896	942	313
Richland		13,014	.0068	4,488	.0057	93	111	2,033	845	928	805	577	3,152	868	2,778	390
Roosevelt		20,386	.0106	6,789	.0070	108	163	3,149	1,863	966	579	374	4,145	1,187	5,306	673
Rosebud		5,156	.0026	2,864	.0033	87	68	1,027	515	685	149	42	994	625	643	78
Sanders		5,609	.0029	2,439	.0032	78	71	674	760	1,545	...	...	886	675	395	206
Sheridan		9,500	.0050	5,278	.0039	103	132	1,260	981	608	431	130	1,713	668	1,634	389
Silver Bow	189	70,854	.0368	3,490	.0353	105	110	17,406	10,994	8,799	3,874	3,937	11,375	4,654	2,253	1,640
△Butte-Anaconda		*53,709*	*.0435*		*.0264*	*119*	*146*	*21,092*	*11,540*	*9,366*	*4,510*	*4,619*	*14,692*	*6,089*	*3,063*	*2,045*
△Butte		67,734	.0352		.0264	125	167	16,446	10,049	8,066	3,874	3,937	11,375	4,553	2,253	1,640
Stillwater		4,855	.0025	2,697	.0030	91	78	1,041	422	291	222	48	1,018	359	712	243
Sweet Grass		3,489	.0018	3,489	.0019	95	90	607	316	309	100	81	956	459	171	175
Teton		9,514	.0050	4,325	.0047	112	119	1,579	772	497	100	43	1,561	336	2,825	302
Toole		13,791	.0071	5,746	.0061	130	151	2,203	1,535	706	606	110	3,692	1,379	2,809	214
Treasure		1,065	.0006	2,663	.0008	100	75	245	88	...	...	...	...	183	321	102
Valley		18,493	.0096	5,439	.0071	111	150	3,001	1,610	1,120	626	369	4,061	893	4,726	486
Glasgow		13,657	.0071		.0041	146	254	2,171	919	841	610	369	3,497	435	4,007	387
Wheatland		4,524	.0023	4,524	.0021	117	128	991	449	305	242	60	1,157	319	592	71
Wibaux		1,916	.0010	4,790	.0010	91	91	343	401	63	40	...	641	127	139	49
Yellowstone	181	103,857	.0540	4,477	.0471	112	129	19,376	7,978	10,184	8,111	7,309	23,729	7,084	10,265	3,290
△Billings		89,607	.0465		.0342	137	187	16,065	5,668	8,857	5,911	7,079	22,766	4,952	7,324	2,938
Total Above Cities		478,785	.2486		.1963	126	159	95,970	39,972	51,328	28,693	28,178	103,740	31,178	45,632	14,437
State Total		820,828	.4264	3,938	.3864	104	112	160,605	82,813	74,738	38,637	33,649	163,086	62,155	105,218	22,827

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

BILLINGS (YELLOWSTONE COUNTY)

INCREASES LEAD IN MONTANA METROPOLITAN MARKET SALES

BILLINGS — FIRST in TOTAL RETAIL SALES $103,857,000 (SM Est.)
$11,000,000 More than Second Market!

BILLINGS — FIRST in AUTOMOTIVE SALES $ 23,729,000 (SM Est.)
Exceeds Butte-Anaconda by $9,000,000; Gt. Falls by almost $8,000,000

BILLINGS — FIRST in SALES PER FAMILY $ 4,477 (SM Est.)

BILLINGS — FIRST in SALES GROWTH 53.6% INCREASE
SINCE '48 CENSUS
—a 21% greater Rate of Growth than Second Market

BILLINGS — FIRST in WHOLESALE SALES Now Exceeds $168,000,000 ANNUALLY.
Approximately 50% more wholesalers and wholesale dollar volume than Second Market.

***Yellowstone County (Billings)* has More Population, More Families, More Retail Stores, More Retail Sales, More Food Store Sales, than any other Montana County!**

☆ ☆ ☆ ☆ ☆ ☆

First things first —

START MONTANA MARKET PROMOTION SELECTIONS **WITH BILLINGS!**

FIRST in National, FIRST in Local, FIRST in Total Advertising

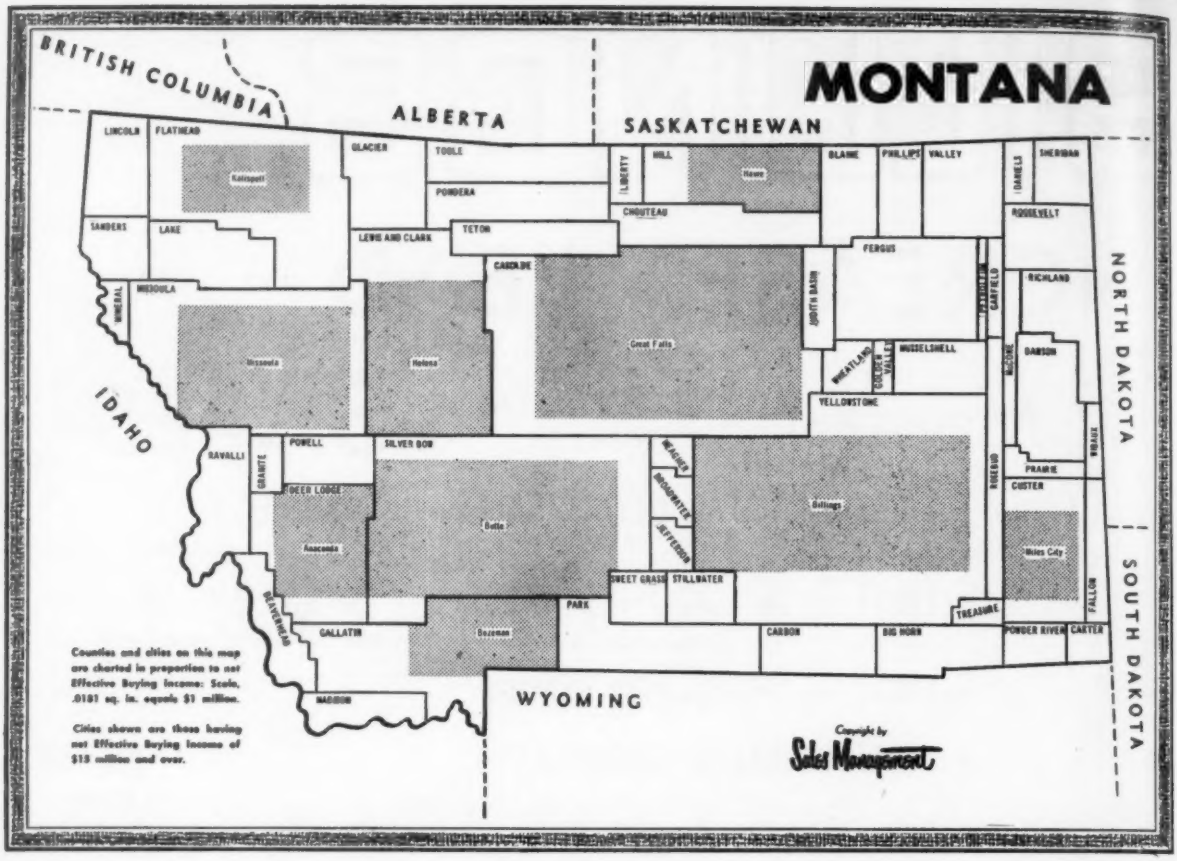
The Billings Gazette

Member: Northwest Daily Press Ass'n, Minneapolis

Member: Iowa Daily Press Ass'n, Des Moines

JANN & KELLEY, INC.
National Representatives

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • ATLANTA



MONTANA *(Cont. from page 486)*

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Harve	Hill	10.1	142	19	32	13	7	7	12	13	16	4
Helena	Lewis & Clark	22.0	267	46	55	14	25	16	24	30	15	11
Kalispell	Flathead	10.8	230	38	35	19	22	15	20	27	14	5
Lewistown	Fergus	9.1	143	23	22	9	10	8	12	18	16	5
Livingston	Park	8.3	158	16	42	12	13	8	5	19	12	4
Miles City	Custer	11.0	140	19	28	11	11	6	10	13	10	3
Missoula	Missoula	24.2	336	49	61	35	25	20	23	43	23	13

RETAIL SALES— SM ESTIMATES, 1958

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Billings	181	103,857	.0540	4,477	.0471	112	129	19,376	7,978	10,184	6,111	7,309	23,729	7,084	10,265	3,290
△Butte-Anaconda	189	87,424	.0454	3,402	.0455	101	101	22,372	12,582	10,095	4,538	4,819	14,692	6,186	3,162	2,545
△Great Falls	210	92,481	.0480	4,383	.0448	118	127	16,620	8,417	13,035	5,372	6,347	16,900	5,705	8,287	2,749
Total Above Areas		283,762	.1474	4,054	.1374	110	110	58,369	28,977	33,316	16,021	18,275	55,321	18,975	21,714	8,054

NEBRASKA — (Other West North Central States: Iowa, Kansas, Minnesota, Missouri, North Dakota, South Dakota.)

Map, page 499

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alliance	Box Butte	8.7	138	20	20	9	10	9	11	17	16	4
Beatrice	Gage	12.9	209	32	31	16	14	16	14	24	24	9
Columbus	Platte	11.2	206	26	39	12	20	17	14	25	16	8
Fairbury	Jefferson	6.4	109	18	14	10	4	7	8	14	17	4
Falls City	Richardson	6.2	118	15	24	4	7	14	9	10	13	4
Fremont	Dodge	17.4	258	30	46	27	25	20	18	28	17	5
Grand Island	Hall	29.2	349	45	67	28	28	33	23	34	30	13
Hastings	Adams	24.9	299	40	58	16	22	28	20	36	18	12
Holdrege	Phelps	4.9	110	10	14	14	10	8	7	16	16	3
Kearney	Buffalo	13.6	231	32	36	21	21	19	25	20	17	7
Lexington	Dawson	6.3	104	13	15	2	11	8	6	13	13	2
Lincoln	Lancaster	121.3	1,007	146	202	73	50	60	85	146	62	43
McCook	Redwillow	8.8	143	21	19	9	17	10	18	9	12	4
Nebraska City	Otoe	7.4	153	25	31	8	9	11	12	12	17	4
Norfolk	Madison	11.9	238	35	43	23	17	18	20	26	16	4
North Platte	Lincoln	17.7	274	31	53	25	22	19	19	36	14	10
Omaha	Douglas	282.2	2,641	532	619	206	170	117	113	271	122	126
Scottsbluff	Scotts Bluff	13.7	273	37	35	23	27	13	25	30	22	6
Sidney	Cheyenne	6.3	139	19	23	17	5	11	12	16	13	3
York	York	6.7	114	13	19	7	11	16	4	8	12	3

© SM, 1957.

Before using these figures, read foreword, page 11.

KHOL-TV Sells Nebraska's Second Big Market!

Reaching 161,715 Families with an Effective Buying Income of $706,868,000

Nebraska boasts two giant consumer markets bursting with profit potentials. One is the eastern metropolitan areas, served by four TV stations. The second is the rich agricultural districts of central and western Nebraska and Northern Kansas . . . served and sold by KHOL-TV and its satellite station. Profit minded advertisers agree — KHOL-TV — the economical way to sell Nebraska! Contact Meeker TV today.



KHOL-TV and Satellite Station
MARKET FACTS

Population	510,100
Number of Families	159,400
Effective Buying Income	$706,868,000
Total Retail Sales	$567,217,000
Farm Population	189,600
Farm Gross Income	$502,777,000
TV Set Count	105,000

CBS ABC **KHOL-TV** CHANNEL 13

KEARNEY, NEBRASKA

Satellite Station Channel 6, Hayes Center, Neb.

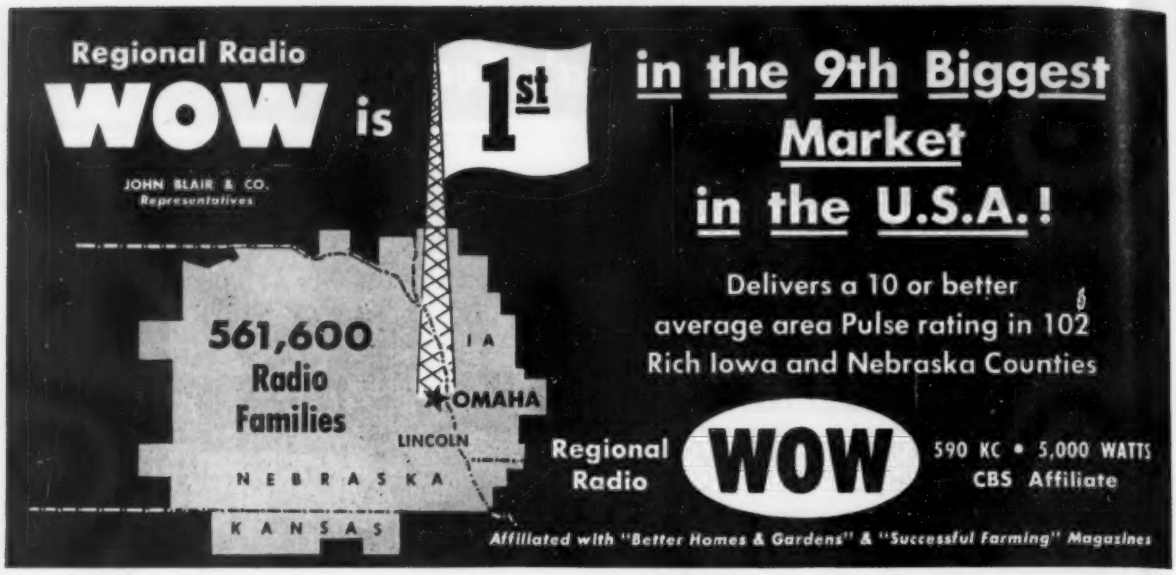
Represented Nationally by MEEKER TV, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEBRASKA COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Adams		32.4	.0192	9.5	24.9	42,881	.0152	1,323	4,514	10.8	3,953	30.9	11.3	30.0	24.8	31.0	39.4	5.6	11.2	2.5	13.3
Hastings		24.9	.0148	8.0		35,871	.0126	1,441	4,484	9.0	3,971	30.2	11.0	30.1	24.7	31.7	40.1	5.6	11.2	2.4	13.0
Antelope		10.7	.0063	3.3		12,516	.0044	1,170	3,793	3.6	3,513	43.0	17.7	28.9	26.8	20.7	29.6	5.0	11.3	2.4	14.6
Arthur		.7	.0004	.2		1,206	.0004	1,723	6,030	.3	4,603	35.5	11.1	35.1	24.8	18.3	20.0	3.8	6.8	7.3	37.5
Banner		1.5	.0009	.4		2,910	.0010	1,940	7,275	.4	6,584	26.0	5.7	26.0	12.9	24.0	18.3	10.9	13.1	13.1	50.0
Blaine		1.0	.0006	.2		1,623	.0006	1,623	8,115	.3	5,675	28.9	6.8	28.0	16.1	28.3	25.1	7.0	9.7	9.8	42.3
Boone		10.2	.0060	3.0		11,099	.0039	1,088	3,700	3.0	3,640	40.7	16.1	33.0	29.7	18.7	25.8	4.5	9.7	3.1	18.7
Box Butte		12.8	.0076	3.7	8.7	20,084	.0071	1,568	5,423	3.8	5,291	24.1	6.8	25.1	15.4	34.4	32.7	9.4	14.1	7.0	31.2
Alliance		8.7	.0052	2.6		13,972	.0049	1,606	5,374	2.7	5,107	24.3	6.9	24.6	15.6	35.6	35.1	9.4	14.6	6.1	27.8
Boyd		4.7	.0026	1.5		5,094	.0018	1,084	3,396	1.5	3,358	42.3	18.2	30.3	29.4	21.3	31.9	4.4	10.4	1.7	10.1
Brown		4.7	.0028	1.4		7,188	.0025	1,529	5,134	1.5	4,698	30.7	9.4	30.7	21.4	23.8	27.4	6.9	11.6	6.1	30.2
Buffalo		25.9	.0153	8.2	13.6	35,491	.0125	1,370	4,328	9.1	3,901	36.4	13.5	30.1	25.2	24.9	32.1	5.4	10.9	3.2	18.3
Kearney		13.6	.0081	4.2		20,690	.0073	1,521	4,926	5.2	3,980	36.3	13.2	29.7	24.3	25.1	31.7	5.3	10.6	3.6	20.2
Burt		11.0	.0065	3.3		15,706	.0055	1,428	4,759	3.7	4,278	30.5	10.3	32.6	24.9	25.9	30.4	6.9	12.7	4.1	21.7
Butler		11.6	.0070	3.7		12,299	.0044	1,042	3,324	3.7	3,369	42.4	18.2	31.9	30.9	20.3	30.3	3.3	7.7	2.1	12.9
Cass		17.3	.0103	5.5	5.2	22,953	.0081	1,327	4,173	5.8	3,990	28.6	10.4	33.9	27.7	28.6	36.0	6.5	13.0	2.4	12.9
Cedar		13.4	.0079	3.6		15,886	.0055	1,184	4,407	3.9	4,103	33.3	11.7	31.1	24.8	26.5	32.5	5.3	10.2	3.8	20.8
Chase		4.6	.0027	1.5		6,761	.0024	1,470	4,507	1.5	4,513	32.3	10.3	29.3	21.3	25.8	28.7	7.3	12.8	5.3	26.9
Cherry		9.5	.0057	3.0	3.2	14,974	.0053	1,576	4,991	3.0	5,033	31.5	9.0	33.4	21.7	21.5	21.5	5.4	8.6	8.2	39.2
Cheyenne		16.4	.0097	4.9	8.3	31,792	.0112	1,939	6,488	5.5	5,765	22.3	5.6	27.4	15.5	31.3	27.3	10.0	13.8	9.0	37.8
Sidney		8.3	.0049	2.2		17,637	.0062	2,125	8,017	3.1	5,619	23.1	5.9	26.0	15.2	32.5	29.1	10.1	14.2	8.3	35.6
Clay		9.1	.0054	3.1		10,493	.0037	1,153	3,385	3.2	3,310	39.8	17.4	35.2	34.7	19.4	29.5	4.1	9.9	1.5	8.5
Colfax		10.5	.0062	3.3	3.0	15,549	.0055	1,481	4,712	3.8	4,132	30.1	10.5	34.0	26.8	25.6	31.2	7.0	13.5	3.3	18.0
Cuming		12.8	.0076	3.7	2.7	16,181	.0057	1,264	4,373	3.8	4,303	33.1	11.1	27.6	21.0	27.7	32.3	7.4	13.6	4.2	22.0
Custer		18.0	.0106	5.6	3.3	23,323	.0082	1,296	4,165	6.0	3,886	37.1	13.8	32.2	27.2	21.7	28.0	5.5	11.1	3.5	19.9
Dakota		11.7	.0070	3.4	6.3	14,613	.0052	1,249	4,298	3.5	4,154	28.9	10.1	30.4	23.8	30.6	37.1	7.2	13.8	2.9	15.2
Dawes		9.1	.0054	2.7	4.5	13,702	.0048	1,506	5,075	3.2	4,332	30.1	10.0	28.0	21.2	30.9	35.8	7.1	13.0	3.9	20.0
Dawson		20.5	.0121	6.6	11.6	29,755	.0106	1,451	4,508	6.6	4,520	28.2	9.0	31.5	22.8	28.3	31.5	7.2	12.6	4.8	24.1
Lexington		6.3	.0037	1.8		9,854	.0035	1,564	5,474	2.2	4,475	28.7	9.3	30.2	21.9	29.6	33.3	7.0	12.4	4.5	23.1
Deuel		3.4	.0020	1.0		6,036	.0021	1,775	6,036	1.2	5,186	25.1	7.0	27.8	17.6	31.3	30.3	8.8	13.5	7.0	31.6

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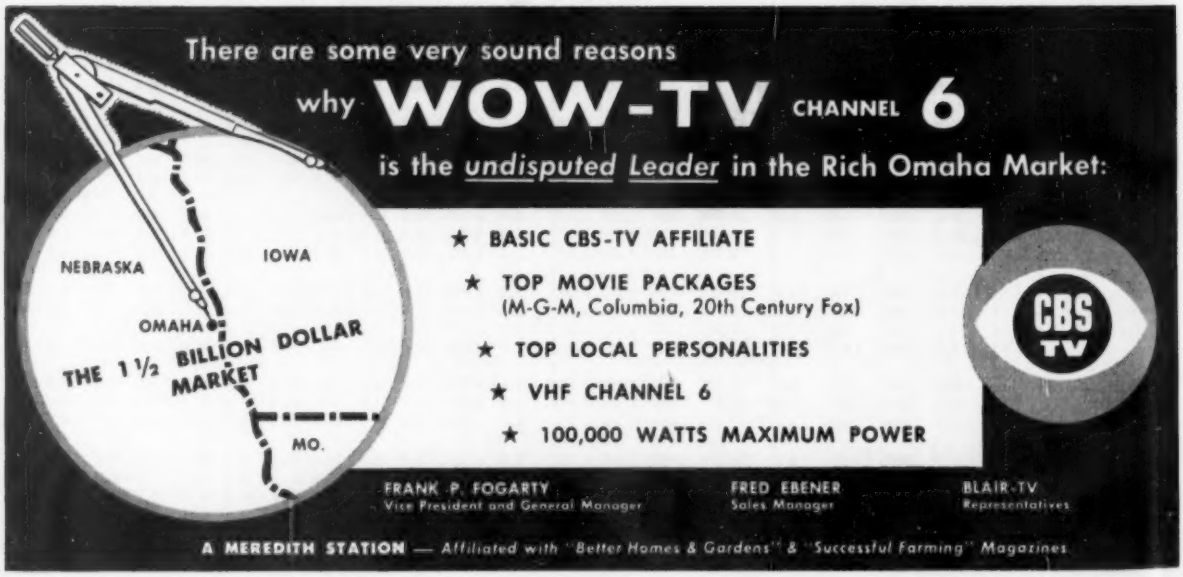
Before using these figures, read foreword, page 11.



NEBRASKA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Dixon		9.1	.0084	2.8		10,138	.0036	1,114	3,620	2.8	3,662	39.6	15.6	30.1	28.8	21.9	30.1	5.9	12.7	2.5	14.8
Dodge		29.5	.0175	9.5	17.4	47,949	.0169	1,625	5,047	10.6	4,507	30.3	9.7	31.5	22.8	26.9	30.0	6.1	10.7	5.2	26.8
Fremont		17.4	.0103	5.6		33,491	.0118	1,925	5,981	7.1	4,699	29.0	8.9	30.8	21.5	28.1	30.0	6.2	10.5	5.9	29.1
Douglas	103	316.9	.1877	97.2	297.7	574,635	.2024	1,813	5,912	115.5	4,975	23.5	6.8	26.0	17.1	35.1	35.5	10.1	16.0	5.3	24.6
▲Omaha		282.2	.1672	85.5		523,472	.1845	1,855	6,122	105.2	4,975	23.6	6.8	26.0	17.1	35.0	35.4	10.1	16.1	5.3	24.6
Dundy		4.1	.0025	1.2		5,446	.0020	1,328	4,538	1.2	4,527	27.9	8.9	35.0	25.3	28.4	28.2	6.5	11.3	5.2	26.3
Fillmore		8.9	.0052	3.0		10,366	.0038	1,165	3,455	3.2	3,215	43.6	19.6	33.1	33.7	18.7	29.2	2.9	7.1	1.7	10.4
Franklin		6.5	.0039	2.1		7,275	.0026	1,119	3,484	2.1	3,456	40.1	16.8	32.4	30.6	20.8	30.2	4.8	10.9	1.9	11.5
Frontier		5.1	.0030	1.4		6,712	.0023	1,316	4,794	1.6	4,098	35.8	12.6	29.3	23.3	25.2	30.9	5.7	11.0	4.0	22.2
Furnas		9.2	.0054	3.2		11,370	.0040	1,238	3,553	3.2	3,559	37.6	15.3	31.5	28.8	23.8	33.6	5.3	11.8	1.8	10.5
Gage		27.0	.0160	8.1	12.9	34,896	.0122	1,281	4,271	9.0	3,829	32.1	12.1	32.5	27.6	27.4	36.0	5.8	12.1	2.2	12.2
Beatrice		12.9	.0076	4.2		19,724	.0070	1,529	4,696	4.9	4,002	30.2	10.9	31.9	26.0	28.8	36.2	6.5	12.8	2.6	14.1
Garden		3.4	.0021	1.0		5,049	.0018	1,485	5,049	1.2	4,208	34.3	11.8	34.7	27.0	20.2	24.1	6.0	11.3	4.8	25.8
Garfield		2.9	.0017	.8		3,480	.0012	1,200	4,350	.9	3,841	37.5	14.1	34.1	29.1	20.8	27.2	3.8	7.7	3.8	21.9
Gosper		2.5	.0015	.8		3,630	.0013	1,452	4,538	.8	4,648	30.1	9.4	36.2	25.5	19.6	21.2	8.1	13.7	6.0	30.2
Grant		1.1	.0006	.2		1,985	.0007	1,786	9,925	.4	4,950	29.5	8.6	30.2	20.0	24.9	25.3	8.6	13.7	6.8	32.4
Greeley		5.7	.0034	1.6		6,097	.0022	1,070	3,811	1.7	3,526	38.8	15.9	32.7	30.3	22.0	31.3	4.4	9.9	2.1	12.6

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.





HALF-COVERED

IN NEBRASKA'S OTHER BIG MARKET?

DECEMBER 1956 VIDEODEX PROVES KOLN-TV SUPERIORITY!

The December 1956 Videodex covered all TV homes in 42 counties in South Central Nebraska and Northern Kansas. The ratings speak for themselves:

SUMMARY—AVERAGE RATINGS, % TV HOMES

	KOLN-TV	Station B	Station C	Station D
Sign on—1:00 P.M.	10.5	5.0	4.6	2.1
1:00-5:00 P.M.	13.5	6.6	5.1	3.5
5:00-11:00 P.M.	19.6	10.4	8.7	5.2

Daytime and nighttime — Sundays through Saturdays — KOLN-TV leads the second station by margins of 88% to 104%!

KOLN-TV covers Lincoln-Land, a rich 69 county market consisting of 296,200* families with 191,710* TV sets.

KOLN-TV is farther removed from Omaha than Hartford is from Providence . . . or South Bend is from Fort Wayne.

Latest ARB, Telepulse and Videodex surveys all show KOLN-TV dominates the Lincoln-Land audience.

Avery-Knodel has all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

*See NCS No. 2

AM – TV – FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
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COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEBRASKA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Hall		38.0	.0225	11.9	29.2	58,960	.0207	1,552	4,955	13.2	4,460	26.5	8.6	29.5	21.6	32.5	36.6	7.6	13.4	3.9	19.8
Grand Island		29.2	.0173	9.2		47,212	.0166	1,617	5,132	10.5	4,478	26.1	8.4	29.5	21.5	32.8	36.8	7.7	13.6	3.9	19.7
Hamilton		8.7	.0051	2.9		11,868	.0042	1,366	4,099	3.0	3,953	30.9	11.3	32.6	26.9	27.4	34.9	6.5	13.0	2.6	13.9
Harlan		5.7	.0034	1.8		8,032	.0032	1,567	4,962	2.1	4,263	28.7	9.7	30.2	23.1	30.8	36.3	6.8	12.7	3.5	18.2
Hayes		2.1	.0013	.6		3,413	.0012	1,625	5,688	.6	5,366	24.8	6.7	25.9	15.6	30.8	28.9	11.3	16.7	7.2	32.1
Hitchcock		5.6	.0033	1.7		7,608	.0027	1,358	4,474	1.8	4,277	29.7	9.7	29.4	22.4	29.5	34.7	9.3	17.3	3.1	15.9
Holt		14.8	.0088	4.2	3.1	14,887	.0052	1,006	3,545	4.5	3,339	42.9	18.6	31.1	30.4	19.3	29.0	5.0	11.6	1.7	10.2
Hooker		1.1	.0006	.3		1,249	.0004	1,135	4,163	.3	3,891	31.2	11.6	33.6	28.2	25.2	32.6	7.8	15.9	2.2	11.7
Howard		6.7	.0040	2.2		8,261	.0030	1,233	3,755	2.3	3,565	38.5	16.0	33.4	30.6	19.2	27.1	5.5	12.2	2.4	14.1
Jefferson		12.7	.0075	4.1	6.4	15,691	.0055	1,236	3,827	4.3	3,658	35.0	13.6	31.4	28.0	26.4	36.4	5.3	11.5	1.9	10.3
Fairbury		6.4	.0038	2.3		9,757	.0034	1,525	4,242	2.5	3,866	32.7	12.2	31.4	26.6	27.8	36.2	5.6	11.4	2.5	13.6
Johnson		6.3	.0037	2.1		7,466	.0026	1,185	3,555	2.1	3,589	34.0	13.8	35.1	32.2	24.4	34.5	4.9	10.9	1.6	8.6
Kearney		6.3	.0038	2.0		7,870	.0028	1,249	3,935	2.2	3,620	35.2	14.0	32.8	29.7	25.0	34.7	5.1	11.1	1.9	10.5
Keith		7.8	.0046	2.5	3.3	15,442	.0054	1,980	6,177	2.5	6,068	23.1	5.5	29.4	15.9	35.6	23.7	7.9	10.3	11.0	44.6
Keya Paha		2.1	.0012	.4		2,224	.0008	1,059	5,560	.6	3,776	40.9	15.6	33.7	29.1	17.1	22.6	4.4	9.3	3.9	23.2
Kimball		4.7	.0026	1.3		10,133	.0036	2,156	7,795	1.7	5,898	27.5	6.7	28.1	15.6	25.9	22.1	7.7	10.3	10.8	45.3
Knox		14.3	.0085	4.2		20,020	.0070	1,400	4,767	5.0	4,044	36.7	13.1	29.4	23.6	23.5	29.3	6.6	13.0	3.8	21.0
Lancaster	80	141.1	.0838	44.9	124.6	256,703	.0805	1,819	5,717	57.1	4,494	29.7	9.6	26.7	19.4	30.9	34.5	8.4	14.6	4.3	21.7
▲Lincoln		121.3	.0719	39.2		234,677	.0827	1,935	5,987	52.0	4,510	29.8	9.6	26.4	19.1	30.9	34.4	8.5	14.9	4.4	22.0
Lincoln		29.9	.0177	9.1	17.7	46,776	.0165	1,564	5,140	10.2	4,603	27.6	8.6	27.3	19.5	32.5	35.6	8.0	13.7	4.6	22.7
North Platte		17.7	.0105	5.6		30,979	.0109	1,750	5,532	6.4	4,830	25.1	7.5	25.1	17.1	35.9	37.3	8.9	14.5	5.0	23.6
Logan		1.3	.0008	.4		1,879	.0006	1,445	4,695	.4	4,230	39.2	13.4	31.5	24.3	16.2	19.3	7.9	14.7	5.2	28.3
Loup		1.4	.0008	.4		1,634	.0006	1,167	4,085	.4	3,672	39.3	15.5	36.5	32.4	15.7	21.5	5.4	11.6	3.1	19.0
McPherson		.7	.0004	.2		889	.0003	1,270	4,445	.2	3,987	35.0	12.7	31.4	28.7	25.1	31.7	4.9	9.8	3.6	20.1
Madison		25.8	.0153	7.8	11.9	33,425	.0118	1,296	4,285	8.7	3,842	34.5	13.0	30.8	26.1	26.8	34.7	5.8	11.6	2.6	14.6
Norfolk		11.9	.0070	3.6		18,417	.0065	1,548	5,116	4.6	3,979	31.8	11.5	30.1	24.7	29.3	37.0	6.1	12.2	2.7	14.6
Merrick		8.2	.0048	2.7		11,207	.0040	1,367	4,151	2.8	4,062	32.8	11.7	31.8	25.8	25.3	31.4	6.8	13.3	3.3	18.0
Merrill		7.8	.0047	2.2		9,629	.0033	1,233	4,373	2.4	3,987	30.9	11.2	31.1	25.5	29.9	37.7	5.3	10.5	2.8	15.1
Nance		6.3	.0037	1.8		5,908	.0021	938	3,282	1.8	3,295	36.1	15.8	37.5	37.1	22.1	33.8	3.3	8.9	1.0	5.3

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

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IT'S UNANIMOUS! Pulse, Hooper and Trendex all have KOWH in first place in Omaha daytime radio.

Latest Pulse gives KOWH top spot in Omaha radio, with 32.0% share of daytime audience.*

This report, together with what the other leading surveys have been saying for *years*—is evidence of the kind of market-dominance which Storz Station ideas, programming and broad (660 kc.) coverage make possible for national and local advertisers. Results have been proving it, too.

Get Adam Young's point of view . . . or talk it over with General Manager Virgil Sharpe.

*Omaha-Council Bluff Pulse, 7 a.m.-5 p.m., Mon.-Sat., Dec. 1956



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NEBRASKA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Nemaha		11.5	.0068	3.5	3.5	15,758	.0056	1,379	4,502	4.3	3,653	39.2	15.5	31.4	28.1	21.3	29.3	5.5	11.9	2.6	15.2
Nuckolls		10.0	.0059	2.9	3.3	12,065	.0042	1,207	4,160	3.4	3,592	35.2	14.2	34.2	31.0	25.2	35.3	3.3	7.2	2.1	12.3
Otoe		16.4	.0097	5.3	7.4	22,816	.0080	1,373	4,248	5.5	4,066	30.4	10.8	33.0	26.6	27.1	33.4	6.4	12.5	3.1	16.7
Nebraska City		7.4	.0044	2.4		10,770	.0038	1,455	4,488	2.7	4,061	30.3	10.8	32.2	25.8	28.2	34.9	6.3	12.4	3.0	16.1
Pawnee		5.8	.0035	2.0		6,664	.0023	1,149	3,332	2.1	3,145	46.1	21.2	31.2	32.3	17.5	28.0	3.7	9.3	1.5	9.2
Perkins		4.3	.0025	1.3		7,155	.0025	1,664	5,504	1.3	5,470	28.9	7.6	24.0	14.3	28.4	26.1	10.3	15.0	8.4	37.0
Phelps		10.3	.0061	3.3	4.9	15,471	.0055	1,502	4,688	3.6	4,324	28.4	9.5	32.6	24.7	28.5	33.1	6.5	11.9	4.0	20.8
Holdrege		4.9	.0029	1.7		8,629	.0030	1,761	5,076	1.8	4,718	26.1	8.0	30.5	21.0	30.8	32.8	7.4	12.5	5.2	25.7
Pierce		8.7	.0052	2.7		10,432	.0037	1,199	3,864	2.7	3,878	38.8	14.4	30.2	25.4	22.3	29.0	5.1	10.4	3.6	20.8
Platte		21.3	.0126	6.3	11.2	26,022	.0091	1,222	4,130	6.5	4,026	30.8	11.1	31.8	25.8	28.4	35.4	6.1	12.0	2.9	15.7
Columbus		11.2	.0066	3.0		16,240	.0057	1,450	5,413	3.9	4,190	28.1	9.7	32.2	25.0	30.4	36.5	6.0	11.4	3.3	17.4
Polk		8.0	.0047	2.6		12,085	.0043	1,511	4,648	3.0	4,059	33.6	12.0	31.6	25.4	24.9	30.8	6.4	12.5	3.5	19.3
Redwillow		13.6	.0081	4.3	8.8	20,346	.0072	1,496	4,732	4.8	4,413	29.3	9.6	27.8	20.6	30.3	34.5	8.8	15.8	3.8	19.5
McCook		8.8	.0052	2.8		14,506	.0051	1,648	5,181	3.3	4,424	28.4	9.3	27.7	20.3	31.3	35.6	8.9	16.0	3.7	18.8
Richardson		14.9	.0088	4.8	6.2	211,144	.0074	1,419	4,405	5.2	4,088	31.9	11.3	31.2	24.8	28.0	34.5	5.5	10.7	3.4	18.7
Falls City		6.2	.0037	2.1		9,944	.0035	1,604	4,735	2.3	4,279	29.6	10.0	30.3	23.1	30.6	36.0	5.6	10.4	3.9	20.5
Rock		2.9	.0017	.9		3,451	.0012	1,190	3,834	.9	3,652	44.6	17.6	28.0	25.1	18.8	25.9	5.3	11.5	3.3	19.9
Saline		13.2	.0079	4.5	3.5	18,033	.0064	1,366	4,007	5.0	3,622	35.7	14.2	34.6	31.2	23.1	32.1	4.4	9.6	2.2	12.9
Sarpy	103	25.1	.0148	6.7	7.8	37,792	.0133	1,506	5,641	9.3	4,070	34.3	12.2	26.5	21.3	28.6	35.4	7.5	14.5	3.1	16.6
Saunders		17.1	.0102	5.5	3.3	25,167	.0089	1,472	4,576	6.2	4,045	29.6	10.6	33.1	26.8	28.2	35.0	6.2	12.2	2.9	15.4
Scotts Bluff		35.9	.0212	10.7	17.1	53,368	.0188	1,487	4,983	11.4	4,698	27.1	8.3	28.5	19.9	31.7	33.9	7.6	12.8	5.1	25.1
Scottsbluff		13.7	.0081	4.3		23,456	.0083	1,713	5,587	4.9	4,797	25.3	7.6	26.6	18.1	35.0	36.7	8.0	13.1	5.1	24.5
Seward		13.1	.0078	4.1	3.2	18,938	.0059	1,293	4,131	4.7	3,998	36.2	14.6	33.7	30.5	23.2	32.5	4.8	10.5	2.1	11.9
Sheridan		9.5	.0056	2.8		15,666	.0058	1,649	5,595	3.3	4,749	31.8	9.7	30.0	20.7	24.3	25.7	7.5	12.4	6.4	31.5
Sherman		6.5	.0039	1.8		7,024	.0024	1,081	3,902	2.1	3,364	39.3	16.9	30.3	29.4	24.1	36.0	5.3	12.5	1.0	5.2
Sioux		3.1	.0018	.9		4,111	.0015	1,326	4,568	.9	4,753	31.0	9.4	30.6	21.1	25.7	27.1	6.2	10.4	6.5	32.0
Stanton		6.2	.0037	1.8		8,366	.0029	1,349	4,648	1.9	4,312	33.3	11.2	33.6	25.4	20.9	24.4	7.4	13.6	4.8	25.4
Thayer		9.8	.0058	3.2		11,568	.0041	1,180	3,615	3.2	3,623	35.8	14.3	35.4	31.8	22.0	30.5	4.5	9.9	2.3	13.5
Thomas		1.2	.0007	.4		2,153	.0008	1,794	5,383	.5	4,561	28.0	8.9	37.5	26.8	23.5	25.9	5.3	9.2	5.7	29.2
Thurston		8.5	.0050	2.5		11,053	.0039	1,300	4,421	2.5	4,423	35.8	11.7	26.9	19.8	23.7	27.0	8.6	15.3	5.0	26.2
Valley		7.2	.0043	2.2		7,634	.0028	1,060	3,470	2.2	3,420	41.1	17.4	28.4	27.0	24.3	35.8	4.6	10.7	1.6	9.1

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Before using these figures, read foreword, page 11.

NEBRASKA

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COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Washington		11.7	.0089	3.6	3.9	16,745	.0069	1,431	4,651	4.2	3,968	32.4	11.8	33.0	27.2	26.1	33.1	5.4	10.7	3.1	17.2
Wayne		10.3	.0061	2.9	3.8	15,651	.0038	1,520	5,397	3.9	4,033	37.0	13.3	29.3	23.7	23.7	29.5	6.2	12.1	3.8	21.4
Webster		6.8	.0041	2.3		7,006	.0024	1,030	3,046	2.3	2,991	49.3	23.8	31.0	33.8	15.2	25.6	3.1	8.2	1.4	8.6
Wheeler		1.5	.0008	.3		1,221	.0005	814	4,070	.3	3,964	39.8	14.6	32.5	26.7	14.6	18.5	9.1	18.2	3.9	22.0
York		14.4	.0086	4.8	6.7	19,179	.0067	1,332	4,189	5.1	3,770	32.6	12.5	33.5	29.0	25.7	34.3	6.1	12.8	2.1	11.4
York		6.7	.0040	2.2		9,769	.0034	1,458	4,440	2.6	3,746	33.8	13.0	33.0	28.7	25.3	34.0	5.7	12.1	2.2	12.2
Total Above Cities		619.7	.3672	192.4		1,109,077	.3907	1,790	5,764	237.2	4,676	26.7	8.2	27.2	19.0	32.7	35.2	8.7	14.7	4.7	22.9
State Total		1403.8	.8316	431.8	714.3	2,132,848	.7515	1,519	4,941	489.1	4,361	30.3	10.9	29.3	22.0	28.9	33.3	7.4	13.4	4.1	21.3

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Lincoln	80	141.1	.0836	44.9	124.6	256,703	.0905	1,819	5,717
Omaha	103	411.8	.2439	125.4	358.7	720,115	.2538	1,749	5,743
Total Above Areas		552.9	.3275	170.3	483.3	976,818	.3441	1,767	5,738

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber, Bldg. Hdwre. ($000)	Drugs ($000)
Adams		40,697	.0211	4,284	.0178	93	110	8,011	2,481	4,508	2,202	3,166	7,538	3,564	4,852	1,189
Hastings		37,182	.0193		.0151	102	130	7,427	2,033	4,322	2,202	3,166	7,154	2,785	4,013	1,098
Antelope		12,782	.0067	3,873	.0054	86	106	1,712	490	794	90	564	3,585	1,555	2,933	228
Arthur		350	.0001	1,750	.0003	75	25	...	52	83	...	...	...	141	...	...
Banner		17	.0001	43	.0007	78	11	...	4	...	...	...	...	...	13	...
Blaine		1,748	.0009	8,730	.0007	117	150	597	58	59	...	...	472	111	252	...
Boone		9,008	.0046	3,003	.0046	77	77	1,494	447	688	361	361	1,373	807	2,402	310
Box Butte		17,470	.0091	4,722	.0078	103	120	3,372	695	1,205	1,131	704	3,227	1,006	2,887	626
Alliance		15,539	.0081		.0059	113	156	3,107	566	1,075	1,131	662	3,227	837	2,073	517
Boyd		5,732	.0030	3,821	.0023	82	107	793	394	291	112	85	1,353	306	2,013	99
Brown		5,062	.0026	3,615	.0026	93	93	1,006	281	428	196	65	1,252	459	676	172
Buffalo		33,201	.0173	4,049	.0145	95	113	4,353	1,930	4,461	1,632	2,411	6,061	2,962	4,515	1,045
Kearney		23,490	.0122		.0089	110	151	3,064	1,123	4,137	1,507	2,308	5,204	1,263	2,359	649
Burt		14,601	.0076	4,425	.0063	97	117	2,550	673	1,041	440	520	2,222	899	2,622	291
Butler		9,526	.0049	2,875	.0051	73	70	1,998	669	550	54	279	982	660	2,397	266
Cass		15,061	.0078	2,738	.0085	83	78	3,979	1,164	467	180	334	2,857	1,364	2,625	492
Cedar		11,825	.0062	3,285	.0062	78	78	2,133	794	1,103	162	189	2,291	1,926	2,140	360
Chase		5,506	.0028	3,671	.0025	93	104	1,006	226	287	73	143	1,567	613	1,075	261
Cherry		11,252	.0059	3,751	.0058	98	104	1,791	720	894	403	1,007	2,370	1,313	1,804	355
Cheyenne		21,395	.0111	4,366	.0109	112	114	4,157	1,890	1,776	376	684	4,731	1,545	3,252	534
Sidney		18,380	.0095		.0069	141	194	3,559	1,360	1,676	376	684	4,556	1,215	2,204	390
Clay		7,560	.0039	2,439	.0041	76	72	1,045	404	737	96	212	608	963	1,835	134
Colfax		15,177	.0079	4,599	.0063	102	127	2,392	1,307	743	111	714	2,926	1,071	3,136	273
Cuming		14,868	.0077	4,018	.0067	88	101	2,038	864	1,767	264	242	2,141	1,792	3,595	445
Custer		16,440	.0086	2,936	.0088	83	81	3,356	812	1,290	474	708	2,117	1,966	3,514	601
Dakota		11,866	.0061	3,490	.0058	83	87	3,590	1,424	494	146	582	1,053	1,343	1,444	299
Dawes		11,322	.0059	4,193	.0053	98	109	2,524	895	440	682	857	2,259	1,222	1,765	350
Dawson		29,140	.0146	4,264	.0120	99	121	4,231	1,209	1,833	1,292	1,027	5,907	3,389	4,612	891
Lexington		11,663	.0061		.0043	116	165	1,890	462	537	987	448	2,301	1,639	1,478	208
Deuel		5,406	.0028	5,406	.0023	115	140	758	283	354	181	81	530	811	1,131	130
Dixon		7,695	.0040	2,748	.0041	76	74	1,099	456	846	39	180	984	715	2,360	264
Dodge		45,842	.0238	4,825	.0191	109	136	7,515	2,831	5,025	2,561	2,008	5,876	3,569	7,607	760
Fremont		31,712	.0165		.0129	125	160	5,693	1,914	4,249	2,471	1,771	5,358	2,317	2,844	603

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Before using these figures, read foreword, page 11.

MONTHLY HIGH-SPOT CITIES SALES FORECAST

of next month's retail sales volume in more than 200 U. S. and Canadian cities. In every first issue of the month SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between the current *Survey* and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.

KMTV

Serves More TV Homes than any Other Station in Nebraska, Iowa, Kansas



Latest Nielsen Coverage figures reveal KMTV serves an 84 county area with 412,250 TV homes—a $2½ billion "plus" market area. KMTV reaches into 71 per cent of these homes each week, 75 per cent each month.

KMTV MARKET FACTS*

Effective Buying Income	$2,705,464,000	Gen'l Mdse. Sales	$219,248,000
Population	1,772,700	Food Sales	$376,651,000
Number of Families	552,900	Drug Sales	$62,973,000
Avg. Income per Family	$4,893	Auto Sales	$370,901,000
Avg. Income per Capita	$1,526	Farm Population	499,900
Retail Sales	$2,032,399,000	Farm Gross Income	$1,520,849,000

*Compiled from '57 Survey of Buying Power and SRDS

Market Coverage Area

COLOR TELEVISION CENTER

K M T V

NBC-TV
ABC-TV
CHANNEL 3
OMAHA

Represented by
EDWARD PETRY & CO., INC.

NEBRASKA

RETAIL SALES—SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Douglas	103	426,206	.2214	4,385	.2052	109	118	80,655	43,053	60,834	30,975	25,148	84,389	23,443	30,275	15,047
▲Omaha		408,516	.2122		.1894	113	127	78,389	40,460	60,567	30,857	24,805	81,714	21,139	24,931	14,610
Dundy		4,096	.0022	3,413	.0021	84	88	989	191	178	137	41	1,052	657	509	165
Fillmore		10,803	.0056	3,601	.0045	87	108	1,587	710	643	183	489	1,700	914	2,937	458
Franklin		6,012	.0031	2,883	.0030	77	79	1,163	400	332	70	168	1,194	749	1,363	164
Frontier		3,504	.0018	2,503	.0023	77	80	253	230	219	25	...	647	640	560	128
Furnas		11,579	.0060	3,618	.0049	91	111	1,709	710	1,090	145	480	1,802	1,677	2,178	388
Gage		31,436	.0164	3,881	.0142	89	103	6,010	1,324	2,715	1,069	1,674	6,468	2,844	4,533	910
Beatrice		23,041	.0120		.0086	113	158	3,733	903	2,224	999	1,031	5,347	2,143	2,852	823
Garden		3,784	.0019	3,784	.0019	90	90	543	214	211	226	146	729	452	383	122
Garfield		3,620	.0019	4,525	.0015	88	112	682	174	133	...	124	892	293	631	92
Gosper		998	.0008	1,248	.0011	73	33	210	54	115	...	...	108	43	329	39
Grant		1,338	.0007	6,690	.0007	117	117	291	41	92	28	...	187	243	231	44
Greeley		5,336	.0028	3,335	.0026	76	82	743	572	211	26	153	433	358	1,577	212
Hall		47,432	.0246	3,986	.0223	99	109	8,794	3,454	6,348	3,137	2,559	7,313	4,628	5,658	2,103
Grand Island		41,209	.0214		.0182	105	124	7,714	2,823	6,306	3,137	2,513	5,818	3,271	4,549	2,054
Hamilton		9,556	.0050	3,295	.0046	90	98	1,760	327	398	165	303	1,643	898	2,516	135
Harlan		3,720	.0019	2,067	.0028	82	56	765	271	260	108	148	851	518	540	102
Hayes		648	.0004	1,080	.0010	77	31	153	55	...	...	...	...	130	145	...
Hitchcock		5,136	.0026	3,021	.0028	85	79	801	326	225	61	...	524	736	1,146	128
Holt		13,218	.0069	3,147	.0064	73	78	2,364	983	918	518	277	3,613	1,280	1,982	458
Hooker		2,014	.0011	6,713	.0007	117	183	90	25	434	...	54	548	...	569	90
Howard		6,226	.0032	2,830	.0032	80	80	826	549	335	108	215	1,227	714	1,373	91
Jefferson		14,193	.0074	3,462	.0065	87	99	2,823	703	1,719	352	604	2,572	1,223	1,998	411
Fairbury		10,990	.0057		.0042	111	150	2,248	336	1,510	352	570	2,463	711	1,455	335
Johnson		6,568	.0034	3,128	.0031	84	92	1,002	261	421	113	343	1,661	628	1,494	291
Kearney		5,577	.0029	2,789	.0030	79	76	1,591	307	215	99	192	1,002	419	1,242	194
Keith		12,904	.0067	5,162	.0056	122	148	2,593	934	907	636	683	2,634	2,171	1,232	243
Keya Paha		869	.0004	2,173	.0008	67	33	192	24	183	...	...	134	241	95	...
Kimball		7,318	.0038	5,629	.0035	125	138	1,737	448	448	134	157	1,530	708	1,508	164

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

The Omaha World-Herald

The ONE newspaper that sells the

$2.4 BILLION

Nebraska-Western Iowa market

No other single medium can match the World-Herald's coverage in this booming, vital growth market where 1.6 million people have $2.4 BILLION to spend!

ONE NEWSPAPER DELIVERS ALL THIS:*

Population	1,620,800	**Apparel**	88,199,000
Families	498,000	**Furniture, Appliances**	88,092,000
Buying Income	2,422,517,000	**Automotive**	345,743,000
Retail Sales	1,894,351,000	**Gas Service Stations**	159,649,000
Food	348,141,000	**Lumber, Building Materials**	270,089,000
Eating & Drinking	134,573,000	**Drugs**	58,900,000
General Merchandise	207,420,000		

*1957 estimates, SM Survey of Buying Power

Read by 3 out of 5 Families in Nebraska and Western Iowa

GET MORE FACTS
Write for the World Herald's new Consumer Analysis survey of Greater Omaha and the 1957 Coverage Analysis of the Nebraska-Western Iowa Market: Send your requests to the National Advertising Department, Omaha World-Herald or any O'Mara & Ormsbee office.



Omaha World-Herald

252,598 Daily **263,674 Sunday**

ABC, 12 Months Ending March 31, 1956

O'Mara & Ormsbee, National Representatives

New York • Chicago • Detroit • Los Angeles • San Francisco



CORNHUSKER CAPITAL CITY

Home of the Cornhuskers —University of Nebraska

A POPULAR TEST MARKET

*LINCOLN, NEBRASKA

Lincoln's *sharply defined* Standard Metropolitan Area is Lancaster County!

POPULATION	FAMILIES	CONSUMER SPENDING UNITS
141,100	44,900	57,100

LINCOLN EVENING JOURNAL — LINCOLN MORNING STAR

SUNDAY JOURNAL AND STAR

JANN & KELLEY, Inc.—National Representatives

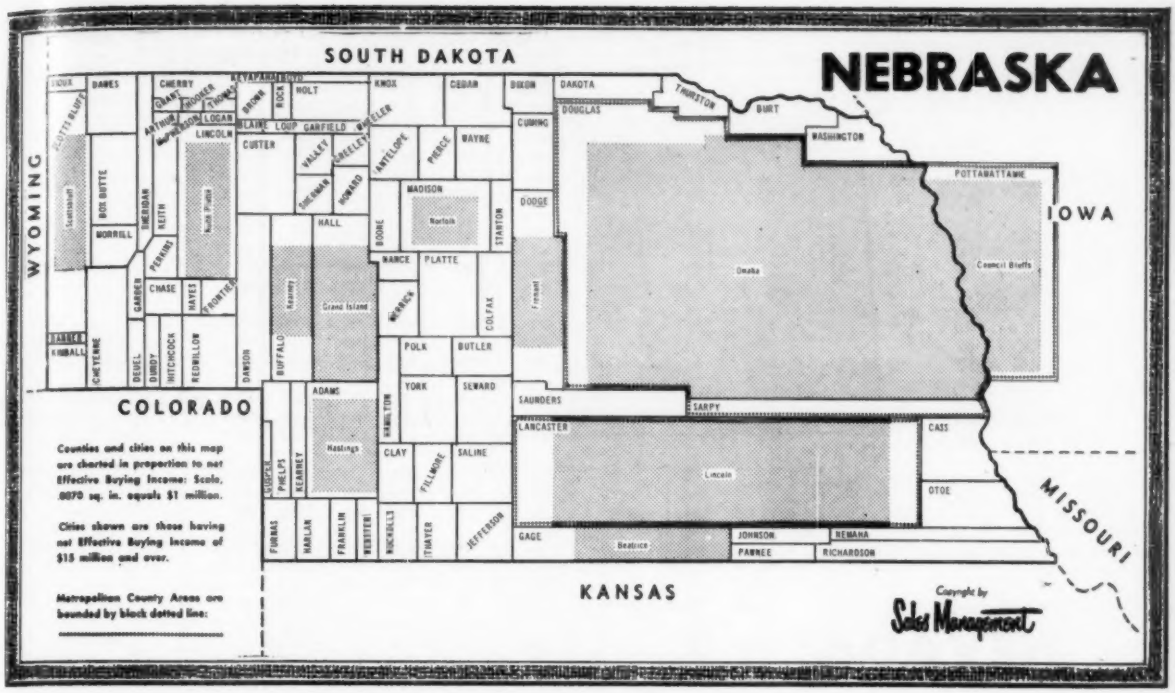
RETAIL SALES ARE BOOMING in this *HIGH SPOT CITY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEBRASKA COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Knox		14,041	.0073	3,343	.0074	87	86	2,552	788	917	398	507	2,587	788	3,525	428
Lancaster	80	167,323	.0869	3,727	.0880	105	104	27,207	10,410	36,606	11,552	8,601	25,094	12,107	14,712	6,340
Lincoln		157,366	.0817		.0802	112	114	24,880	9,052	36,364	11,552	8,529	24,034	10,050	13,176	6,331
Lincoln		35,936	.0187	3,949	.0174	98	106	6,438	2,734	4,723	1,856	2,101	5,411	4,776	2,977	1,350
North Platte		30,181	.0157		.0123	117	150	4,751	2,201	4,382	1,856	2,068	5,244	3,591	2,002	1,195
Logan		832	.0004	2,080	.0006	75	50	153	70	74	...	...	...	133	199	...
Loup		421	.0003	1,053	.0006	75	38	28	41	...	...	...	86	156	70	40
McPherson		108		540	.0002	50		18	...	90	...	...	...	...	...	...
Madison		39,545	.0206	5,070	.0151	99	135	6,704	2,438	4,315	1,584	2,310	7,252	3,477	5,166	788
Norfolk		28,819	.0150		.0092	131	214	5,130	1,705	3,968	1,517	2,167	5,952	2,055	2,259	445
Merrick		9,969	.0051	3,692	.0045	94	106	1,700	728	411	194	318	1,005	2,086	2,378	237
Merrill		7,651	.0040	3,478	.0038	81	85	1,653	416	362	77	159	827	583	2,759	214
Nance		5,064	.0026	2,813	.0026	70	70	813	337	380	88	318	959	695	911	166
Nemaha		9,702	.0051	2,772	.0057	84	75	1,655	461	548	292	284	2,294	581	1,692	382
Nuckolls		10,215	.0053	3,522	.0048	81	90	2,067	583	593	453	490	2,326	1,053	1,706	287
Otoe		21,935	.0114	4,139	.0094	97	118	4,299	1,268	1,972	693	870	4,819	2,147	3,685	499
Nebraska City		14,293	.0074		.0050	114	168	3,140	743	1,301	635	669	3,760	1,440	1,514	337
Pawnee		3,747	.0019	1,874	.0024	69	54	1,040	143	338	78	83	406	531	814	182
Perkins		4,417	.0023	3,398	.0025	100	92	866	265	181	54	67	903	297	1,429	216
Phelps		19,317	.0101	5,854	.0070	115	166	2,771	681	1,508	537	727	4,988	1,208	3,025	428
Holdrege		16,317	.0085		.0046	159	293	2,357	560	1,421	537	682	4,029	1,072	2,170	238
Pierce		7,847	.0040	2,906	.0040	77	77	1,244	585	326	74	199	1,553	1,480	1,391	126
Platte		29,423	.0153	4,670	.0117	93	121	5,992	2,596	2,878	1,229	1,273	4,310	2,184	4,973	767
Columbus		22,842	.0119		.0077	117	180	5,119	1,707	2,715	1,163	1,110	4,014	1,118	3,162	651
Polk		8,402	.0044	3,232	.0044	94	94	1,224	339	162	108	241	880	1,016	1,702	263
Redwillow		20,017	.0104	4,655	.0084	104	128	3,997	933	2,323	1,109	1,052	4,452	1,098	1,981	538
McCook		18,348	.0095		.0064	123	183	3,351	840	2,281	1,081	1,052	4,424	852	1,497	470
Richardson		17,002	.0088	3,542	.0081	92	100	3,093	1,012	1,284	300	1,180	3,101	1,455	3,283	502
Falls City		11,673	.0061		.0043	116	165	2,093	445	1,024	265	1,100	2,744	1,154	1,093	385
Rock		3,376	.0018	3,751	.0014	82	106	412	115	233	57	290	405	439	1,234	43
Saline		15,557	.0080	3,457	.0072	91	101	2,745	1,374	799	142	468	4,225	1,470	3,196	533
Sarpy	103	9,864	.0052	1,472	.0112	76	35	2,676	1,167	228	288	249	2,128	1,134	1,368	336
Saunders		19,259	.0100	3,502	.0095	93	98	4,534	1,400	785	148	564	4,371	1,554	3,597	486
Scotts Bluff		48,292	.0251	4,513	.0211	100	118	9,029	2,067	5,471	2,808	2,274	10,189	3,316	6,627	1,314
Scotts Bluff		33,304	.0173		.0110	136	214	6,345	1,256	3,965	2,336	1,593	8,570	1,511	3,276	476
Seward		13,211	.0068	3,222	.0066	85	87	2,751	998	767	194	336	2,159	1,497	2,311	389
Sheridan		12,011	.0063	4,290	.0058	104	113	1,992	796	1,050	406	367	2,450	1,139	2,599	387
Sherman		4,871	.0025	2,706	.0027	69	64	1,006	329	215	406	134	442	654	1,270	67
Sioux		618	.0003	687	.0012	67	17	45	72	...	25	...	113	235	89	39
Stanton		3,412	.0018	1,896	.0028	76	49	894	217	107	22	28	333	128	1,077	186
Thayer		9,591	.0050	2,997	.0047	81	86	1,659	788	815	181	739	1,002	1,025	2,150	258
Thomas		857	.0004	2,143	.0006	86	57	139	119	...	...	70	...	228	108	134
Thurston		7,211	.0038	2,884	.0041	82	76	1,105	564	479	57	...	1,047	638	2,369	114
Valley		7,573	.0039	3,442	.0034	79	91	1,474	280	466	189	222	748	701	1,532	264
Washington		10,374	.0054	2,882	.0059	86	78	2,539	922	329	304	287	1,682	967	1,981	201
Wayne		9,831	.0051	3,390	.0056	92	84	1,877	616	709	226	181	2,743	696	1,813	267
Webster		8,066	.0042	3,507	.0032	78	102	1,881	290	738	188	273	1,126	1,579	1,267	163

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Before using these figures, read foreword, page 11.



NEBRASKA — COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 — Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Wheeler		557	.0003	1,857	.0005	63	38	122	57	156	...	...	...	67	...	...
York		17,576	.0091	3,821	.0078	91	106	2,116	880	2,307	774	814	4,210	1,532	2,430	375
York		14,078	.0073		.0047	118	183	1,589	552	2,222	774	814	3,585	640	1,827	313
Total Above Cities		968,943	.5034		.4198	114	137	175,579	71,041	146,246	65,735	57,742	189,498	60,803	80,734	32,129
State Total		1,658,659	.8616	3,843	.8005	98	104	302,336	119,679	187,191	78,605	78,925	303,928	139,502	229,934	51,779
METRO. AREAS		RETAIL SALES — SM ESTIMATES, 1956														
Lincoln	80	167,323	.0869	3,727	.0880	105	104	27,207	10,410	36,606	11,552	8,601	25,094	12,107	14,712	6,349
Omaha	103	511,693	.2659	4,080	.2554	105	109	101,228	50,529	66,141	35,249	28,753	99,765	31,976	42,276	18,193
Total Above Areas		679,016	.3528	3,987	.3434	105	108	128,435	60,939	102,747	46,801	37,354	124,859	44,083	56,988	24,542

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEVADA — (Other Mountain States: Arizona, Colorado, Idaho, Montana, New Mexico, Utah, Wyoming.)

Map, page 500

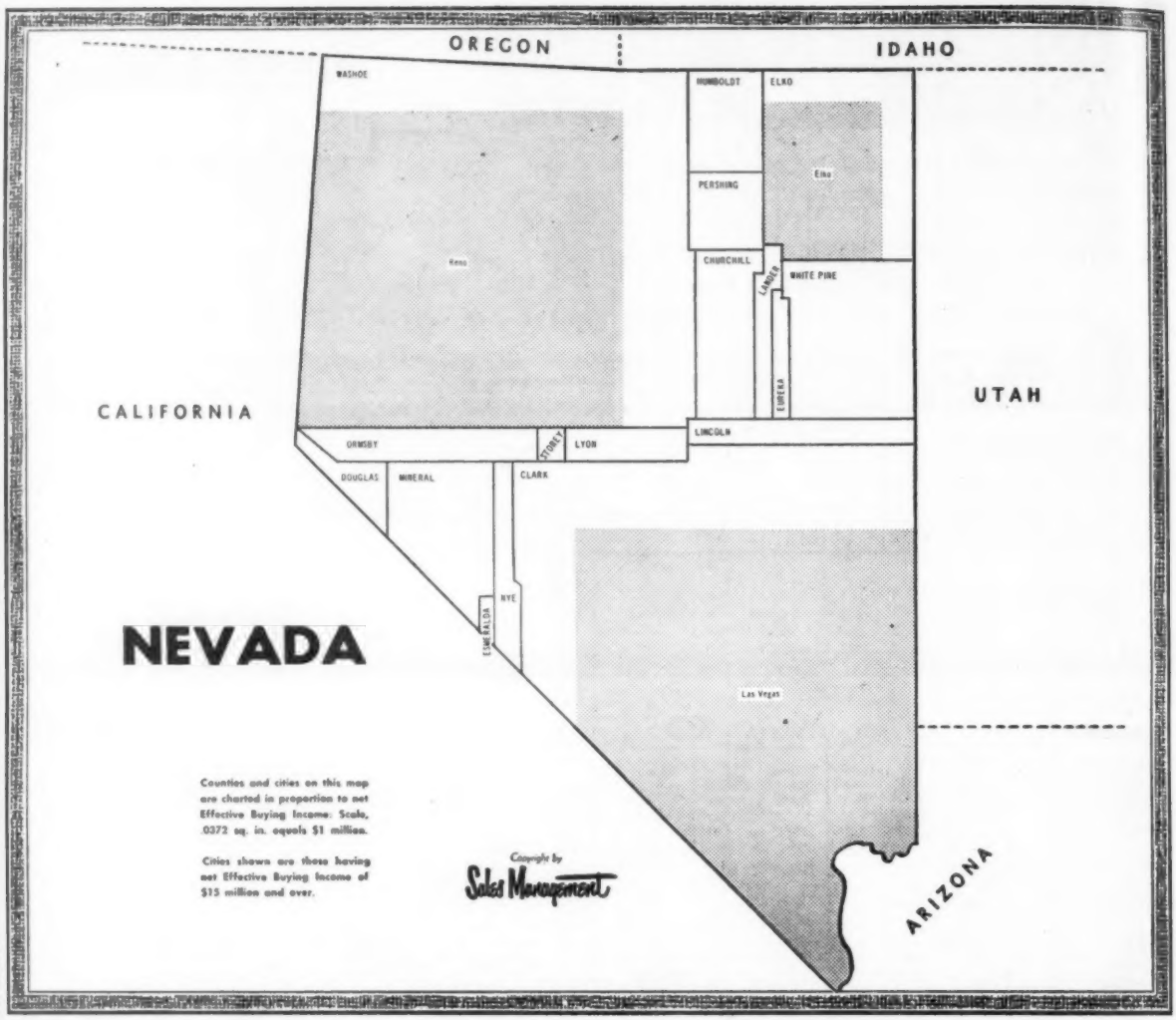
[City	County	Pop. (thous.)	NUMBER OF OUTLETS — Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Elko	Elko	5.9	127	14	33	6	13	4	8	15	12	4
Ely	White Pine	4.9	84	12	17	4	7	8	4	10	3	3
Las Vegas	Clark	57.7	558	52	121	40	59	42	38	54	19	20
Reno	Washoe	46.4	589	61	161	39	59	38	38	59	21	32

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 — Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1958 — Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units — Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Churchill		6.3	.0037	1.8		11,125	.0039	1,786	6,181	2.5	4,491	32.2	10.4	26.5	19.3	27.3	30.5	9.4	16.6	4.6	23.2
Clark	221	118.2	.0700	37.4	80.0	247,089	.0871	2,090	6,607	49.7	4,974	25.3	7.4	24.0	15.6	34.0	34.4	11.5	18.4	5.2	24.2
△Las Vegas		57.7	.0342	19.4		130,068	.0458	2,254	6,705	25.4	5,116	24.9	7.0	24.0	15.4	33.3	32.7	12.0	18.5	5.8	26.4
Douglas		2.2	.0013	.5		4,135	.0015	1,880	8,270	.9	4,831	36.3	10.9	24.1	16.2	26.4	27.5	6.0	9.8	7.2	35.6
Elko		13.0	.0077	3.9	7.0	29,998	.0105	2,308	7,692	5.5	5,438	24.5	6.5	24.0	14.4	33.1	30.8	10.9	15.9	7.5	32.6
Elko		6.9	.0041	2.0		18,232	.0064	2,642	9,116	3.0	6,005	21.9	5.3	20.9	11.3	35.0	29.3	13.1	17.3	9.1	36.8
Esmeralda		.5	.0003	.2		699	.0003	1,398	3,495	.2	3,177	55.0	25.0	22.7	23.4	14.5	23.0	5.5	13.6	2.3	15.0
Eureka		1.3	.0008	.3		2,598	.0009	1,998	8,660	.7	3,979	39.8	14.5	34.6	28.2	16.2	20.5	4.7	9.5	4.7	27.3
Humboldt		4.7	.0028	1.3	2.8	8,506	.0030	1,810	6,543	2.0	4,362	35.8	11.9	23.7	17.8	28.1	32.3	7.8	14.2	4.6	23.8
Lander		1.7	.0010	.4		3,494	.0012	2,055	8,735	.8	4,308	31.2	10.5	28.8	21.9	30.0	35.0	5.8	10.8	4.2	22.0
Lincoln		3.6	.0021	.9		5,552	.0020	1,542	6,169	1.2	4,658	19.1	5.9	25.1	17.6	44.2	47.7	8.6	14.6	3.0	14.2

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEVADA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000 & over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
Lyon		3.1	.0019	.9		4,076	.0014	1,315	4,529	1.2	3,499	42.6	17.6	28.5	26.5	22.7	32.7	3.8	8.6	2.4	14.6
Mineral		8.5	.0060	2.5		14,483	.0051	1,704	5,793	3.3	4,370	22.6	7.5	24.0	17.9	42.3	48.7	9.1	18.5	2.0	9.4
Nye		2.5	.0015	.9		3,818	.0014	1,527	4,242	1.0	3,762	41.0	15.7	26.0	22.6	23.3	31.2	6.9	14.6	2.8	16.0
Ormsby		4.3	.0025	1.2	3.3	7,724	.0027	1,796	6,437	1.6	4,966	25.9	7.5	22.6	15.0	34.7	35.0	11.2	17.7	5.4	24.8
Pershing		3.8	.0023	1.1		6,397	.0022	1,683	5,815	1.6	3,927	33.3	12.2	30.9	25.8	26.6	34.0	6.6	13.1	2.7	14.9
Storey		.7	.0004	.2		1,035	.0004	1,479	5,175	.2	4,580	44.2	14.8	18.5	13.3	17.3	18.9	14.2	24.5	5.8	29.3
Washoe	250	72.2	.0428	23.8	57.2	171,226	.0603	2,372	7,194	30.2	5,661	23.4	8.0	21.2	12.1	35.0	31.1	12.6	17.7	7.8	33.1
△Reno		46.4	.0275	15.4		119,444	.0421	2,574	7,756	21.0	5,676	23.7	6.0	21.1	12.2	34.6	30.7	12.6	17.5	8.0	33.6
White Pine		14.1	.0083	4.1	4.9	25,027	.0091	1,818	6,250	5.2	4,961	18.4	5.3	21.1	14.0	47.2	47.9	9.3	14.8	4.0	18.0
Ely		4.9	.0029	1.3		6,822	.0030	1,739	6,555	1.8	4,837	22.0	6.6	23.4	15.8	42.4	44.1	7.8	12.7	4.4	20.8
Total Above Cities		115.9	.0687	38.1		276,366	.0973	2,384	7,251	51.3	5,389	24.1	6.5	22.8	13.6	34.3	31.9	12.1	17.8	6.8	30.0
State Total		260.7	.1544	81.4	155.2	547,582	.1930	2,100	6,727	107.7	5,086	25.4	7.2	23.3	15.0	34.4	34.0	11.1	17.3	5.8	26.5

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Las Vegas	221	118.2	.0700	37.4	80.0	247,089	.0871	2,090	6,607
△Reno	250	72.2	.0428	23.8	57.2	171,226	.0603	2,372	7,194

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Areas		190.4	.1128	61.2	137.2	418,315	.1474	2,197	6,835

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Before using these figures, read foreword, page 11.

NEVADA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Churchill		11,885	.0062	6,603	.0046	124	168	2,208	1,127	2,850	278	271	2,266	808	926	539
Clark	221	168,467	.0865	4,451	.0835	119	124	38,921	16,027	14,741	13,095	8,577	29,695	17,462	9,221	6,571
△Las Vegas		137,215	.0713		.0511	149	208	30,162	9,871	14,043	11,704	8,131	26,936	11,042	8,419	5,156
Douglas		4,084	.0021	8,128	.0016	123	162	375	985	763	57	50	674	272	161	114
Elko		24,533	.0127	6,291	.0106	138	185	4,790	2,862	1,252	1,074	882	4,068	5,578	2,330	868
Elko		16,537	.0086		.0066	161	210	3,334	1,239	901	1,020	682	3,481	2,131	2,015	746
Esmeralda		191	.0001	955	.0003	100	33	...	89	...	...	...	...	82	...	...
Eureka		669	.0004	2,230	.0007	88	[50	21	155	68	...	...	...	202	72	134
Humboldt		11,284	.0058	8,880	.0038	138	207	2,811	991	974	317	161	2,094	2,378	1,048	199
Lander		2,548	.0013	6,365	.0012	120	130	331	352	567	...	...	358	687	...	153
Lincoln		4,171	.0022	4,634	.0021	100	105	353	671	932	...	159	780	710	66	396
Lyon		6,449	.0034	7,166	.0021	111	179	2,114	1,062	201	354	51	917	632	452	103
Mineral		8,138	.0042	3,254	.0048	96	84	1,596	1,089	1,178	219	213	996	1,362	342	471
Nye		4,351	.0022	4,834	.0016	107	147	1,060	576	63	122	...	1,458	667	172	120
Ormsby		7,226	.0038	6,022	.0030	120	152	1,534	1,091	247	385	291	1,142	936	436	411
Pershing		6,776	.0035	6,160	.0026	113	152	1,262	864	496	62	...	1,005	1,070	932	257
Storey		880	.0005	4,400	.0005	125	125	164	598	...	...	19	...	9	...	50
Washoe	250	136,083	.0707	5,718	.0599	140	165	21,503	17,610	14,857	9,739	7,648	25,362	10,130	6,572	10,862
△Reno		124,422	.0646		.0459	167	235	18,260	14,853	14,348	9,236	6,831	25,176	8,800	6,278	10,094
White Pine		16,511	.0085	4,027	.0067	105	102	3,434	1,908	1,621	304	525	1,922	1,104	1,380	675
Ely		13,533	.0070		.0042	145	241	3,086	1,426	1,210	304	525	1,284	873	1,000	548
Total Above Cities		291,707	.1515		.1078	157	221	54,842	27,389	30,502	22,264	16,169	56,877	22,846	17,712	16,544
State Total		412,222	.2141	5,064	.1916	124	139	80,467	48,037	41,027	25,986	18,647	72,747	44,089	24,090	21,913

METRO. AREAS		RETAIL SALES — SM ESTIMATES, 1956														
△Las Vegas	221	168,467	.0865	4,451	.0835	119	124	38,921	16,027	14,741	13,095	8,577	29,695	17,462	9,221	6,571
△Reno	250	136,083	.0707	5,718	.0599	140	165	21,503	17,610	14,857	9,739	7,648	25,362	10,130	6,572	10,862
Total Above Areas		302,550	.1572	4,944	.1434	127	139	58,424	33,637	29,598	22,834	16,225	55,057	27,592	15,793	17,433

NEW HAMPSHIRE —

(Other New England States: Connecticut, Maine, Massachusetts, Rhode Island, Vermont.)

Map, page 503

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Berlin	Coos	17.2	244	62	36	21	27	15	16	19	11	8
Claremont	Sullivan	13.7	202	33	14	29	23	18	17	18	14	6
Concord	Merrimack	29.0	393	77	43	49	37	18	27	44	15	18
Dover	Strafford	16.7	248	68	33	22	27	17	20	16	11	4
Keene	Cheshire	16.4	249	38	23	26	34	19	27	16	14	6
Laconia	Belknap	15.6	227	39	32	21	17	25	19	17	10	8
Lebanon	Grafton	8.9	*	*	*	*	*	*	*	*	*	*
Manchester	Hillsborough	86.1	1,064	252	148	104	119	56	55	98	33	25
Nashua	Hillsborough	36.1	460	82	68	68	49	37	21	37	19	14
Portsmouth	Rockingham	21.2	314	67	54	25	38	22	20	30	13	7
Rochester	Strafford	14.7	200	47	26	16	19	11	15	17	14	5

COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/57 — SM: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Belknap		27.9	.0165	8.3	15.6	42,310	.0149	1,516	5,096	9.8	4,300	30.7	11.0	32.0	25.7	28.2	35.0	5.7	11.1	3.4	17.2
Laconia		15.6	.0092	4.6		24,203	.0085	1,551	5,262	5.5	4,435	28.9	10.0	31.1	24.4	30.5	36.6	5.9	11.2	3.6	17.8
Carroll		16.1	.0096	4.9		20,907	.0073	1,299	4,267	5.7	3,685	39.5	16.5	34.0	31.9	20.2	29.2	3.9	8.9	2.4	13.5
Cheshire		41.0	.0243	12.3	16.4	59,820	.0211	1,459	4,863	13.3	4,512	27.6	9.4	31.2	24.0	30.2	35.7	7.4	13.7	3.6	17.2
Keene		16.4	.0097	5.0		27,422	.0097	1,672	5,484	5.8	4,762	27.0	8.7	29.3	21.3	31.4	35.2	7.9	13.9	4.4	20.9
Coos		36.8	.0218	10.3	17.2	50,225	.0177	1,365	4,876	11.6	4,344	28.8	10.2	31.0	24.7	30.4	37.3	6.8	13.2	3.0	14.6
Berlin		17.2	.0102	4.9		25,122	.0089	1,461	5,127	5.3	4,699	22.9	7.5	31.8	23.4	33.9	38.5	7.8	14.0	3.6	16.6
Grafton		48.7	.0276	13.1	12.8	73,618	.0260	1,576	5,620	17.8	4,139	38.4	14.2	28.7	24.0	23.5	30.4	5.7	11.6	3.7	19.8
Lebanon		8.9	.0053	2.5		14,563	.0051	1,636	5,825	3.3	4,410	32.6	11.4	29.4	23.1	27.5	33.3	6.5	12.3	4.0	19.9

*Not Available.

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Before using these figures, read foreword, page 11.

INDUSTRIAL SURVEY NOW A SEPARATE ISSUE

The Survey of Industrial Buying Power, for several years an outstanding feature of this issue, will be published this year as a separate issue. Publication date: July 10.

★ NASHUA SECOND LARGEST CITY in NEW HAMPSHIRE

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NASHUA Established 1832 NEW HAMPSHIRE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW HAMP. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Hillsborough	88	162.2	.0961	48.5	126.2	292,838	.1031	1,805	6,038	56.7	5,163	24.3	7.2	26.2	18.9	33.9	35.1	8.9	14.5	4.7	24.3
▲Manchester		88.1	.0510	26.7		156,510	.0551	1,818	5,862	31.0	5,052	23.8	7.2	27.6	19.0	34.2	36.1	9.5	15.8	4.9	21.9
Nashua		36.1	.0214	10.8		62,314	.0220	1,726	5,770	12.4	5,014	22.0	6.7	28.4	19.7	36.3	38.7	8.7	14.6	4.6	20.3
Merrimack		65.4	.0388	18.5	40.3	97,642	.0345	1,493	5,278	21.9	4,461	30.1	10.4	28.7	22.2	30.4	36.4	7.3	13.7	3.6	17.3
Concord		29.0	.0172	7.9		46,051	.0162	1,588	5,829	9.4	4,876	25.4	8.0	27.4	19.5	34.0	37.2	8.8	15.1	4.4	20.2
Rockingham		77.9	.0461	23.8	31.8	118,023	.0415	1,515	4,959	26.0	4,545	27.8	9.4	29.7	22.7	31.7	37.2	7.1	13.1	3.7	17.8
Portsmouth		21.2	.0126	6.7		34,623	.0122	1,633	5,168	7.4	4,692	24.3	7.9	28.6	21.2	35.7	40.6	7.9	14.3	3.5	16.1
Strafford		53.5	.0317	15.0	41.5	84,060	.0297	1,571	5,604	19.4	4,331	31.3	11.1	29.2	23.3	29.5	36.3	6.8	13.3	3.2	16.0
Dover		16.7	.0099	4.8		26,494	.0093	1,586	5,520	5.5	4,844	25.2	8.0	30.0	21.5	32.0	35.2	8.3	14.5	4.5	20.8
Rochester		14.7	.0087	4.5		23,121	.0081	1,573	5,138	5.2	4,467	25.4	8.7	30.4	23.6	34.2	40.9	7.1	13.4	2.9	13.4
Sullivan		27.8	.0165	8.4	17.5	41,838	.0147	1,505	4,981	9.4	4,461	26.5	9.1	32.7	25.4	30.1	36.0	7.5	14.2	3.2	15.3
Claremont		13.7	.0091	4.3		22,398	.0079	1,635	5,209	4.8	4,704	22.8	7.4	32.9	24.3	31.9	36.2	8.8	15.8	3.6	16.3
Total Above Cities		275.6	.1633	82.7		462,821	.1630	1,679	5,596	95.5	4,846	24.6	7.8	28.9	20.7	33.7	37.1	8.5	14.7	4.3	19.7
State Total		555.3	.3290	163.1	319.3	881,279	.3105	1,587	5,403	191.5	4,603	26.9	9.6	29.6	22.3	30.4	35.3	7.4	13.4	3.8	19.4

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Manchester	88	162.2	.0961	48.5	126.2	292,838	.1031	1,805	6,038

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Area		162.2	.0961	48.5	126.2	292,838	.1031	1,805	6,038

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Belknap		35,656	.0186	4,296	.0164	99	113	8,521	1,699	2,803	1,571	1,851	7,256	2,876	2,288	910
Laconia		24,692	.0128		.0099	106	130	5,894	1,128	1,767	1,305	1,625	5 636	1,234	1,128	550
Carroll		20,849	.0107	4,214	.0088	92	111	5,554	1,049	1,243	901	640	4,322	2,875	1,067	501

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Before using these figures, read foreword, page 11.

BUY THE ENTIRE TWIN STATE VALLEY AREA

THROUGH THE Claremont, N.H. DAILY EAGLE

COVERING NOT ONLY CLAREMONT BUT ALL OF SULLIVAN COUNTY PLUS MUCH OF GRAFTON CO. (N.H.) AND WINDSOR CO. (VT.)

Springfield, Vt. makes 10% of the nation's machine tools. Windsor, Vt. makes all of the nation's neolite footwear. Claremont, Lebanon and Newport, N. H. are busy factory towns. Hanover, N. H. has Dartmouth College and its medical center. White River Jct., Vt. is a R. R. and wholesale center. CLAREMONT draws retail trade from all of these.

6 DIFFERENT COMMUNITIES

CLAREMONT DAILY EAGLE

SERVING CLAREMONT AND THE TWIN STATE VALLEY



WRITE US ABOUT OUR INDUSTRIAL PARK

EASTERN VERMONT • WESTERN NEW HAMPSHIRE

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NEW HAMPSHIRE

THIRD in the nation in FOOD SALES per family

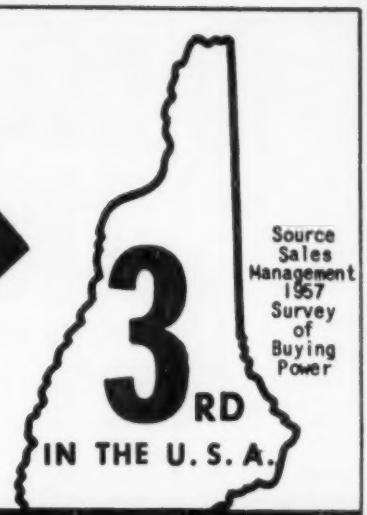
FOOD SALES PER FAMILY $1,047

17% above U. S. Average — *11% above N. E. Average*

For the greatest coverage of this premium market at lowest cost per thousand, it's the . . .

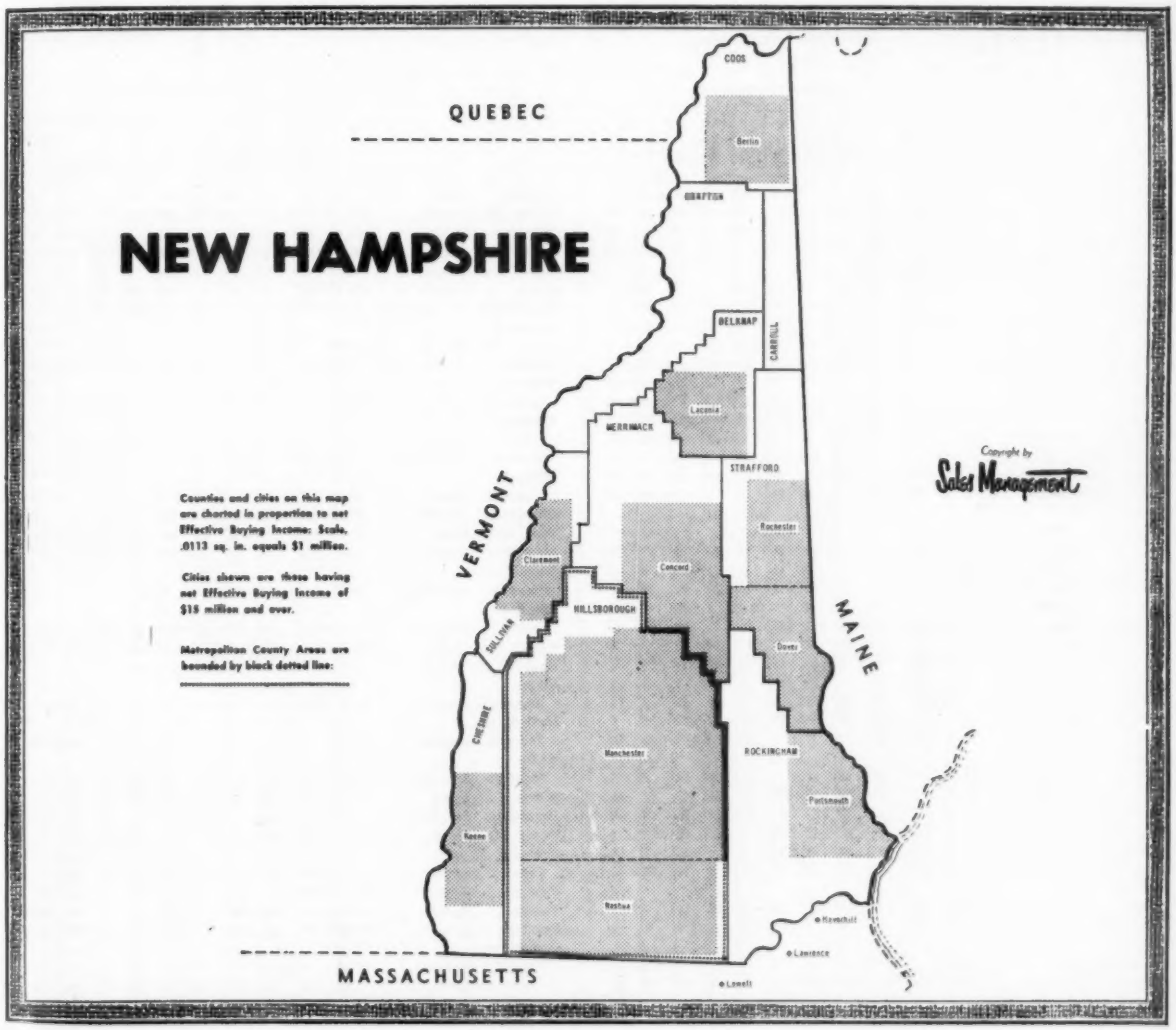
MANCHESTER UNION LEADER

NEW HAMPSHIRE SUNDAY NEWS



Source Sales Management 1957 Survey of Buying Power

REPRESENTED NATIONALLY BY STORY, BROOKS & FINLEY, INC



NEW HAMP.

RETAIL SALES — SM ESTIMATES, 1958

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Cheshire		40,109	.0208	3,291	.0216	89	86	10,904	1,898	3,341	2,129	1,540	7,156	2,985	2,327	1,187
Keene		26,626	.0138		.0109	112	142	6,694	1,232	1,506	1,896	1,138	5,673	1,771	1,500	737
Coos		39,962	.0208	3,880	.0195	89	95	11,306	1,996	2,748	2,403	1,662	7,881	3,486	2,116	973
Berlin		20,413	.0106		.0097	95	104	5,966	671	1,573	1,805	1,303	3,612	1,098	1,298	380
Grafton		57,447	.0298	4,388	.0274	99	105	13,928	2,958	3,714	4,010	2,167	11,878	4,065	3,402	1,944
Lebanon		11,223	.0058		.0054	102	109	2,780	591	741	499	433	2,370	783	678	388
Hillsborough	88	206,702	.1074	4,262	.1030	107	112	54,774	10,034	21,405	15,391	10,337	32,300	13,488	10,357	4,200
▲Manchester		116,225	.0604		.0559	110	118	28,381	5,576	13,429	11,112	6,556	19,403	7,315	4,867	2,299
Nashua		54,441	.0283		.0238	111	132	14,260	2,928	5,602	3,790	2,847	8,003	3,121	3,798	1,025
Merrimack		72,804	.0378	3,935	.0364	94	97	16,092	3,379	7,463	3,212	2,041	13,213	4,403	3,631	2,481
Concord		46,136	.0240		.0187	109	140	9,306	1,926	5,136	2,272	1,182	8,446	1,986	2,756	1,599
Rockingham		96,785	.0503	4,067	.0450	98	109	24,711	7,298	6,518	4,256	2,731	18,583	6,928	6,078	1,879
Portsmouth		38,039	.0198		.0146	116	157	9,238	2,480	3,671	2,955	1,720	8,054	2,633	2,314	741
Strafford		60,475	.0314	4,032	.0306	97	99	17,501	3,011	4,448	4,088	2,778	9,414	3,522	4,713	1,420
Dover		29,107	.0151		.0112	113	153	7,469	1,194	2,099	2,289	1,930	5,094	934	2,676	565
Rochester		18,655	.0097		.0087	100	111	5,030	911	1,808	1,123	526	3,699	1,240	1,176	496
Sullivan		29,075	.0151	3,461	.0152	92	92	7,465	987	3,860	1,957	1,340	5,234	1,781	1,285	711
Claremont		19,360	.0101		.0086	106	125	4,558	469	2,765	1,589	1,108	3,902	991	897	297
Total Above Cities		404,926	.2104		.1774	109	129	99,576	19,106	40,097	30,635	20,368	73,892	23,106	23,088	9,056
State Total		859,684	.3427	4,045	.3239	98	104	170,754	34,007	57,541	39,918	27,087	117,035	48,409	37,224	16,100

METRO. AREA		RETAIL SALES — SM ESTIMATES, 1958														
Manchester	88	206,702	.1074	4,262	.1030	107	112	54,774	10,034	21,405	15,391	10,337	32,300	13,488	10,357	4,200
Total Above Area		206,702	.1074	4,262	.1030	107	112	54,774	10,034	21,405	15,391	10,337	32,300	13,488	10,357	4,200

NEW JERSEY — (Other Middle Atlantic States: New York, Pennsylvania.)

Map, page 514

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Asbury Park	Monmouth	18.9	547	85	153	48	67	28	18	24	21	11
Atlantic City	Atlantic	61.6	1,613	298	494	85	181	72	30	59	39	48
Bayonne	Hudson	79.2	952	298	188	66	103	50	23	46	32	29
Belleville	Essex	35.0	335	95	63	30	18	12	15	28	13	9
Belmar	Monmouth	6.0	140	25	47	11	10	4	9	11	6	3
Bergenfield	Bergen	23.8	194	26	22	26	29	15	10	10	13	8
Bloomfield	Essex	55.1	504	145	73	40	38	28	24	47	16	23
Boonton	Morris	8.0	150	29	23	7	16	6	9	14	12	6
Bound Brook	Somerset	9.0	200	43	42	14	19	8	15	14	7	5
Bridgeton	Cumberland	20.2	357	93	38	23	39	26	23	36	19	7
Burlington	Burlington	14.0	219	50	36	12	21	17	12	26	6	5
Caldwell	Essex	6.9	121	18	26	6	10	7	5	11	9	8
Camden	Camden	130.3	1,684	463	344	125	197	89	42	97	62	49
Carteret	Middlesex	13.7	151	44	31	10	9	5	4	9	6	4
Cliffside Park	Bergen	17.8	184	50	31	15	16	11	4	10	6	9
Clifton	Passaic	78.1	748	197	144	84	39	17	20	68	44	19
Collingswood	Camden	18.0	199	42	14	20	25	7	4	18	14	10
Cranford Township	Union	23.1	*	*	*	*	*	*	*	*	*	*
Dover	Morris	12.1	243	51	37	22	36	12	19	16	12	5
Dumont	Bergen	18.0	77	24	14	6	10	1	1	5	5	4
East Orange	Essex	84.5	758	170	77	49	112	47	32	73	28	29
East Paterson	Bergen	19.0	126	20	23	8	6	6	3	18	7	2
Elizabeth	Union	117.6	1,501	382	300	140	146	71	63	90	44	47
Englewood	Bergen	26.0	340	66	38	42	48	21	16	33	17	8
Fair Lawn	Bergen	35.0	253	44	38	51	19	9	4	19	14	13
Flemington	Hunterdon	3.6	114	11	12	13	14	9	8	9	9	3
Fort Lee	Bergen	22.7	168	25	48	11	9	5	5	29	6	5
Freehold	Monmouth	8.9	212	42	30	15	18	18	17	22	15	6
Garfield	Bergen	30.4	350	127	64	31	7	17	14	29	20	10
Gloucester City	Camden	14.9	156	42	45	11	6	4	9	11	5	3
Hackensack	Bergen	32.5	608	94	84	41	131	48	28	43	25	15
Haddonfield	Camden	11.1	183	27	15	23	27	20	6	15	7	6
Hammonton	Atlantic	9.0	162	26	23	12	22	4	14	20	12	1
Harrison	Hudson	13.0	240	67	84	13	14	8	4	10	7	5
Hawthorne	Passaic	16.4	157	37	25	14	13	6	8	18	13	3
Highland Park	Middlesex	12.3	119	33	13	14	10	4	16	14	3	3
Hightstown	Mercer	3.9	85	10	19	8	10	5	7	7	4	2
Hillside Township	Union	22.8	*	*	*	*	*	*	*	*	*	*
Hoboken	Hudson	51.2	741	202	222	48	67	31	9	21	14	20
Irvington	Essex	62.6	784	215	112	98	81	41	35	49	26	28
Jersey City	Hudson	302.2	3,472	1,066	745	282	366	160	73	135	85	118
Kearny	Hudson	40.4	321	90	65	30	21	8	14	30	12	8
Linden	Union	34.9	420	87	96	43	33	18	32	33	22	12
Little Ferry	Bergen	6.4	89	13	14	6	0	4	25	11	7	1
Lodi	Bergen	23.1	247	64	41	31	18	11	14	26	12	6
Long Branch	Monmouth	31.0	392	74	82	35	33	32	15	28	17	14
Lyndhurst Township	Bergen	22.0	*	*	*	*	*	*	*	*	*	*
Madison	Morris	12.5	119	33	13	9	13	5	7	13	4	4
Maplewood Township	Essex	26.7	*	*	*	*	*	*	*	*	*	*
Merchantville	Camden	5.3	116	20	22	4	4	2	2	11	4	2
Metuchen	Middlesex	16.0	134	23	26	13	6	7	7	18	7	3
Millburn Township	Essex	16.7	*	*	*	*	*	*	*	*	*	*
Millville	Cumberland	17.7	259	61	38	14	26	17	14	31	15	5
Montclair	Essex	46.1	435	99	36	40	44	31	21	34	19	10
Morristown	Morris	16.5	388	75	42	30	56	38	18	26	22	14
Neptune Township	Monmouth	19.0	*	*	*	*	*	*	*	*	*	*
New Brunswick	Middlesex	42.1	750	159	160	57	109	55	19	47	21	13
Newark	Essex	451.1	6,052	1,643	1445	548	559	302	115	279	150	175
Newton	Sussex	6.1	157	15	37	15	15	12	11	18	6	5
North Arlington	Bergen	19.9	121	34	27	12	10	2	2	7	4	2
North Bergen Township	Hudson	43.0	*	*	*	*	*	*	*	*	*	*
North Plainfield	Somerset	15.5	114	27	22	9	3	13	10	15	3	1
Nutley	Essex	30.5	226	56	45	15	16	11	11	23	12	10
Ocean City	Cape May	7.2	284	54	67	23	22	13	12	17	16	12
Orange	Essex	40.1	500	123	92	59	42	28	13	34	21	17
Palisades Park	Bergen	11.9	155	28	32	15	9	6	6	21	13	7
Paramus	Bergen	19.3	167	14	51	15	6	23	7	26	11	1
Passaic	Passaic	58.0	1,146	269	221	87	199	87	27	56	32	29
Paterson	Passaic	141.2	2,226	604	459	177	237	118	79	131	69	56
Pennsauken Township	Camden	27.9	*	*	*	*	*	*	*	*	*	*
Penns Grove	Salem	7.4	163	38	23	11	18	11	11	16	8	2

*Not Available.

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Before using these figures, read foreword, page 11.

What a difference 3-D makes



Atlantic City Press

Southern New Jersey's 'Good Morning' Newspaper

Rolland L. Adams, President

Gallagher-DeLisser, Inc., National Representatives

. . . and ATLANTIC CITY is New Jersey's 3-D market!

DENSITY OF POPULATION
(A year 'round market of 143,000)

DEMAND FOR GOODS
(237 million yearly in retail sales—one of the highest per capita in the U. S.)

DEPTH OF COVERAGE
(Only the Atlantic City Press gives you real coverage. It is read by over 80% of the families in the metropolitan area!)

And remember Atlantic City is still growing in population, income, and retail sales. Are you getting your share?

NEW JERSEY City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Perth Amboy	Middlesex	42.7	731	161	143	73	106	40	27	49	12	19
Phillipsburg	Warren	19.5	248	67	51	25	8	11	10	28	9	4
Plainfield	Union	47.1	630	136	67	62	97	51	32	43	22	16
Pleasantville	Atlantic	12.9	192	38	31	15	16	11	13	22	8	8
Point Pleasant	Ocean	6.8	72	11	12	8	6	4	10	6	3	1
Point Pleasant Beach	Ocean	5.0	122	22	40	4	5	7	3	7	5	3
Pompton Lakes	Passaic	8.0	111	17	17	8	16	8	9	5	11	3
Princeton	Mercer	14.2	210	32	39	7	37	12	12	14	8	5
Rahway	Union	24.6	266	53	45	11	24	17	17	30	19	6
Red Bank	Monmouth	14.2	370	56	53	22	64	24	22	28	17	13
Ridgefield	Bergen	12.2	88	18	22	12	2	9	8	10	5	2
Ridgefield Park	Bergen	12.4	92	25	14	15	2	1	4	6	8	1
Ridgewood	Bergen	22.5	277	48	21	31	42	18	17	21	10	8
River Edge	Bergen	14.3	66	21	4	6	3	3	0	7	10	4
Roselle	Union	20.8	157	57	17	13	9	5	6	13	6	7
Roselle Park	Union	12.8	112	24	17	12	4	8	11	7	9	2
Rutherford	Bergen	20.6	197	41	13	14	29	12	11	28	4	5
Salem	Salem	9.7	177	34	30	10	19	13	11	14	13	5
Sayreville	Middlesex	12.0	102	21	41	4	2	3	1	14	2	2
Somerville	Somerset	13.5	258	30	33	15	34	27	15	29	12	4
South Orange	Essex	15.4	121	25	10	11	11	7	8	9	8	8
South River	Middlesex	12.0	203	65	44	19	9	11	6	15	4	4
Summit	Union	20.5	290	38	29	21	45	21	14	20	12	7
Teaneck Township	Bergen	41.2	•	•	•	•	•	•	•	•	•	•
Tenafly	Bergen	13.5	75	13	16	7	6	1	2	8	6	3
Trenton	Mercer	134.9	2,507	689	518	201	250	148	72	191	79	74
Union City	Hudson	55.6	987	258	244	76	119	50	17	34	25	31
Union Township	Union	47.9	•	•	•	•	•	•	•	•	•	•
Verona	Essex	12.5	115	27	20	8	8	11	3	14	10	3
Vineland	Cumberland	33.3	513	88	66	68	63	20	24	51	37	8
Washington	Warren	5.0	103	13	17	9	11	6	9	12	7	3
West New York	Hudson	37.1	567	152	92	52	79	42	13	23	19	29
West Orange	Essex	30.9	282	67	79	28	9	9	7	23	11	8
Westfield	Union	23.7	239	48	27	19	30	17	15	22	11	7
Westwood	Bergen	5.4	139	22	15	15	22	9	12	9	5	4
Wildwood	Cape May	5.5	401	77	137	26	27	17	12	20	11	9
Woodbridge Township	Middlesex	41.5	•	•	•	•	•	•	•	•	•	•
Woodbury	Gloucester	13.0	163	33	16	10	25	11	14	18	11	7

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME—SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Atlantic	9	142.8	.0848	44.8	124.3	250,991	.0884	1,758	5,602	55.8	4,498	33.9	11.6	27.8	21.4	28.6	31.8	7.1	13.2	4.4	22.0
▲Atlantic City		61.6	.0365	19.3		109,753	.0387	1,782	5,687	27.1	4,052	38.5	14.6	29.4	25.2	23.3	30.7	5.4	11.3	3.4	18.2
Pleasantville		12.9	.0076	3.8		20,968	.0074	1,625	5,518	4.5	4,632	26.9	8.9	27.5	20.7	34.2	39.4	7.6	14.1	3.6	16.9
Hammonton		9.0	.0053	2.4		14,644	.0052	1,627	6,102	2.9	5,094	25.9	7.8	25.1	17.0	33.0	34.6	11.0	18.2	5.0	22.4
Bergen	9BB	708.0	.4182	216.3	669.4	1,788,542	.6296	2,531	8,269	221.9	7,704	12.6	2.5	16.4	7.3	39.8	27.6	18.0	19.7	13.2	42.9
Hackensack		32.5	.0193	9.4		77,505	.0273	2,385	8,245	11.8	6,580	17.5	4.1	22.3	11.7	36.0	29.2	14.3	18.3	9.9	36.7
Englewood		26.0	.0154	7.7		82,913	.0293	3,189	10,768	10.0	8,254	17.1	3.2	18.2	7.6	32.7	21.1	15.0	15.3	17.0	53.8
Ridgewood		22.5	.0133	7.0		89,074	.0314	3,959	12,725	8.2	10,863	12.7	1.8	13.4	4.3	29.7	14.6	18.3	14.2	25.9	65.1
Teaneck Township		41.2	.0244	11.8		129,533	.0458	3,144	10,977	•	•	•	•	•	•	•	•	•	•	•	•
Rutherford		20.6	.0123	6.3		61,454	.0217	2,983	9,755	7.3	8,373	12.6	2.3	14.4	6.0	37.3	23.8	19.8	19.9	15.9	48.0
Fair Lawn		35.0	.0207	10.6		90,587	.0319	2,588	8,546	11.1	8,181	9.2	1.7	13.4	5.7	42.0	27.4	21.3	21.9	14.1	43.3
Garfield		30.4	.0180	9.0		59,669	.0210	1,963	6,630	9.7	6,155	11.6	2.9	21.4	12.0	45.1	39.1	15.3	20.9	6.6	25.1
Westwood		8.4	.0050	2.7		22,799	.0080	2,714	8,444	2.8	8,039	12.0	2.3	15.7	6.7	37.5	24.9	20.6	21.6	14.2	44.5
Bergenfield		23.8	.0141	7.4		60,554	.0213	2,544	8,183	7.7	7,861	10.0	2.0	13.3	5.8	43.3	29.4	20.5	21.9	12.9	40.9
Little Ferry		6.4	.0038	2.0		12,170	.0043	1,902	6,085	2.0	6,128	15.6	3.9	19.6	11.2	41.8	36.4	15.8	21.6	7.2	26.9
Cliffside Park		17.8	.0105	5.5		46,118	.0163	2,591	8,385	6.3	7,300	13.8	2.9	18.5	8.8	38.8	28.4	16.9	19.4	12.0	40.5
Lyndhurst Township		22.0	.0130	6.8		60,038	.0213	2,729	8,829	•	•	•	•	•	•	•	•	•	•	•	•

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

*Not Available.
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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

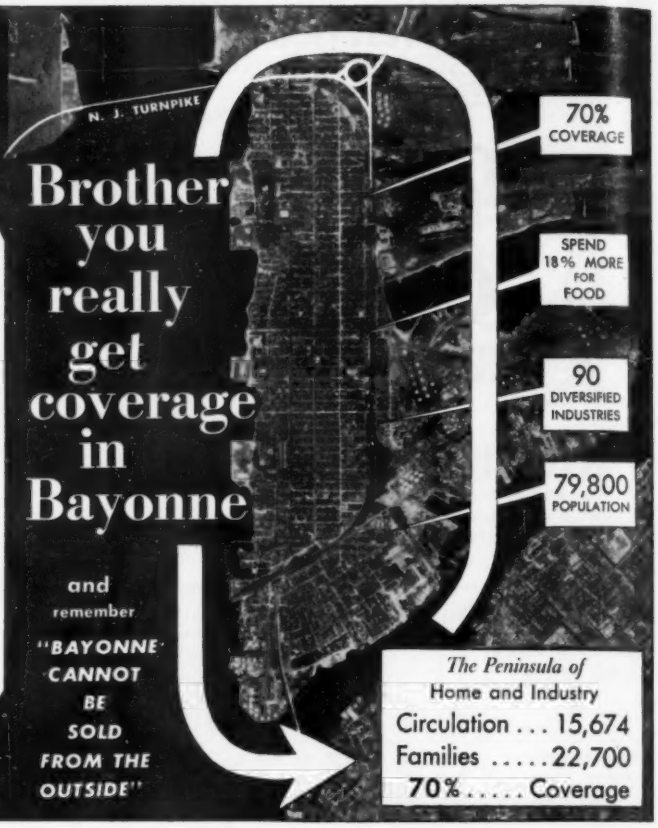
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NEW JERSEY

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1958

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units: $0-2,499 Units %	$0-2,499 Inc. %	$2,500-3,999 Units %	$2,500-3,999 Inc. %	$4,000-6,999 Units %	$4,000-6,999 Inc. %	$7,000-9,999 Units %	$7,000-9,999 Inc. %	$10,000&over Units %	$10,000&over Inc. %
Ridgefield		12.2	.0072	3.7		31,411	.0111	2,575	8,489	4.1	7,661	12.7	2.5	15.7	7.1	40.2	28.0	18.4	20.3	13.0	42.1
Dumont		18.0	.0107	5.0		42,454	.0150	2,359	8,491	5.6	7,549	9.9	2.0	13.0	5.9	45.3	32.0	20.4	22.8	11.4	37.3
East Paterson		19.0	.0113	5.4		41,401	.0146	2,179	7,667	5.6	7,381	9.8	2.0	16.5	7.8	44.3	32.0	18.9	20.7	11.2	37.5
Fort Lee		22.7	.0134	7.0		60,193	.0212	2,652	8,599	8.1	7,453	15.1	3.1	18.5	8.6	36.0	25.8	17.7	20.0	12.7	42.5
Lodi		23.1	.0137	6.2		43,203	.0152	1,870	6,968	7.1	6,082	12.2	3.1	21.5	12.3	45.9	40.2	13.8	19.0	6.6	25.4
North Arlington		19.9	.0118	5.8		47,545	.0168	2,389	8,197	6.5	7,270	9.5	2.0	13.1	6.3	47.6	34.9	19.6	22.7	10.2	34.1
Ridgefield Park		12.4	.0073	3.6		29,284	.0103	2,362	8,134	4.1	7,204	13.5	2.9	16.3	7.8	42.2	31.3	16.7	19.5	11.3	38.5
Palisades Park		11.9	.0070	3.8		30,980	.0109	2,603	8,153	4.0	7,666	11.6	2.3	15.2	7.0	41.1	28.6	19.5	21.3	12.6	40.8
Paramus		19.3	.0114	5.3		41,768	.0147	2,164	7,881	6.2	6,778	15.1	3.4	18.9	9.6	40.7	32.1	15.2	18.9	10.1	36.0
River Edge		14.3	.0085	4.3		42,473	.0150	2,970	9,877	4.5	9,542	8.2	1.3	8.7	3.2	36.4	20.3	27.9	24.6	18.8	50.6
Tenafly		13.5	.0080	4.0		50,136	.0177	3,714	12,534	4.4	11,369	11.8	1.6	11.8	3.6	29.0	13.6	20.1	14.9	27.3	66.3
Burlington	106	**166.4**	**.0986**	**41.9**	**80.0**	**305,754**	**.1077**	**1,837**	**7,297**	**66.3**	**4,613**	**34.5**	**11.5**	**25.9**	**19.4**	**27.1**	**31.3**	**7.7**	**14.1**	**4.8**	**23.7**
Burlington		14.0	.0083	3.7		22,428	.0079	1,602	6,062	4.5	5,017	25.9	7.9	26.4	18.2	33.3	35.5	9.4	15.8	5.0	22.6
Camden	106	**337.0**	**.1996**	**99.6**	**312.9**	**646,632**	**.2279**	**1,919**	**6,492**	**111.2**	**5,813**	**18.1**	**4.8**	**22.7**	**13.5**	**30.6**	**36.3**	**13.0**	**18.6**	**6.6**	**26.6**
Camden		130.3	.0772	37.0		232,505	.0819	1,784	6,284	44.9	5,175	21.1	6.3	26.4	17.6	37.1	38.3	10.7	17.4	4.7	20.4
Collingswood		18.0	.0107	5.9		46,803	.0168	2,600	7,933	6.6	7,117	14.5	3.1	17.3	8.5	40.5	30.3	16.6	19.6	11.1	38.5
Pennsauken Township		27.0	.0160	8.7		46,942	.0168	1,739	5,396	8.7	5,383	13.3	3.8	19.0	12.2	45.0	44.6	16.0	10.5	6.7	28.9
Gloucester City		14.9	.0088	3.9		23,686	.0083	1,590	6,073	4.4	5,324	18.4	5.3	24.7	16.1	41.1	41.2	11.1	17.5	4.7	19.9
Haddonfield		11.1	.0066	3.4		35,104	.0124	3,163	10,325	3.9	8,971	15.6	2.7	14.1	5.5	32.2	19.1	19.1	17.9	19.0	54.8
Merchantville		5.3	.0031	1.8		15,373	.0054	2,901	8,541	2.0	7,622	12.5	2.5	15.9	7.2	41.2	28.8	17.6	19.5	12.8	42.0
Cape May		42.5	.0252	13.8	21.1	67,448	.0237	1,587	4,888	15.8	4,267	36.7	13.9	28.3	22.9	22.8	28.5	5.9	11.7	4.3	23.0
Wildwood		5.8	.0034	2.1		9,637	.0034	1,662	4,589	2.3	4,192	37.3	13.6	30.1	24.9	23.8	29.1	6.0	12.1	3.8	20.3
Ocean City		7.2	.0043	2.6		13,014	.0046	1,808	5,005	2.6	4,996	42.5	13.1	22.9	15.8	19.3	20.7	7.3	12.2	8.0	38.2
Cumberland		102.6	.0608	30.7	75.9	184,049	.0578	1,599	5,344	35.0	4,692	27.5	9.0	28.4	20.9	31.9	36.3	8.2	14.7	4.0	19.1
Bridgeton		20.2	.0120	6.2		33,245	.0117	1,646	5,362	7.3	4,584	28.9	9.7	28.1	21.2	31.4	36.6	7.8	14.3	3.8	18.2
Vineland		35.3	.0209	10.2		63,238	.0223	1,791	6,200	13.3	4,751	27.6	8.9	28.4	20.7	31.4	35.2	8.3	14.7	4.3	20.5
Millville		17.7	.0105	5.6		28,771	.0101	1,625	5,138	6.1	4,738	24.4	7.9	28.0	20.5	35.1	39.5	9.0	16.0	3.5	16.1
Essex	99B	**983.5**	**.5826**	**292.8**	**975.0**	**2,324,743**	**.8192**	**2,364**	**7,940**	**352.6**	**6,593**	**17.7**	**4.1**	**22.6**	**11.8**	**35.9**	**29.1**	**13.6**	**17.4**	**10.2**	**37.6**
Newark		451.1	.2672	129.5		937,884	.3305	2,079	7,242	165.6	5,664	19.8	5.4	26.2	16.1	35.8	33.7	11.4	16.9	6.8	27.9
East Orange		84.5	.0501	27.2		240,084	.0846	2,841	8,827	34.4	6,969	18.1	4.0	20.4	10.0	35.2	27.0	14.7	17.8	11.6	41.2
Irvington		62.6	.0371	19.8		150,166	.0529	2,399	7,584	21.9	6,864	12.5	2.6	18.1	9.2	42.6	33.1	17.2	21.1	9.6	33.8
Montclair		46.1	.0273	13.5		150,426	.0530	3,263	11,143	17.2	8,737	18.7	3.3	20.3	8.0	27.9	17.1	13.8	13.0	19.6	58.6
Orange		40.1	.0238	11.5		87,966	.0310	2,194	7,649	14.3	6,170	20.1	5.0	24.6	13.8	34.1	29.5	12.2	16.7	9.0	35.0

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Before using these figures, read foreword, page 11.

THE PERTH AMBOY MARKET

includes

PERTH AMBOY, WOODBRIDGE, CARTERET, METUCHEN, SOUTH AMBOY, SAYREVILLE, SOUTH RIVER

Effective Buying Income
$290,293,000

Retail Sales
$173,253,000

Food Sales
$ 45,460,000

City Zone

Population 140,821
Households 39,513
% Coverage, Perth Amboy News 76.9

City & Retail Trade Zone

Population 177,797
Households 50,000
% Coverage, Perth Amboy News 62.6



Perth Amboy, The First Market in Middlesex County is served by

The Perth Amboy Evening News

PERTH AMBOY, NEW JERSEY

Total Net Paid Circulation 31,853

Represented Nationally by
GEORGE A. McDEVITT COMPANY, INC.
New York Chicago Detroit Philadelphia Pittsburgh Los Angeles

SOURCES
Income & Sales: Sales Management 1957 Survey of Buying Power
Circulation: ABC Publishers Statement, 30 Sept. 1956
Population & Households: ABC Audit, 12 Months 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Bloomfield		55.1	.0326	16.7		131,744	.0464	2,391	7,889	18.9	6,984	13.2	2.9	18.4	9.2	41.0	31.3	17.0	20.5	10.4	36.1
Belleville		35.0	.0207	9.8		74,655	.0263	2,133	7,618	11.0	6,794	13.4	3.0	19.0	9.8	41.4	32.5	16.6	20.5	9.6	34.2
South Orange		15.4	.0091	4.2		63,782	.0225	4,142	15,186	5.7	11,211	20.7	2.8	16.3	5.1	21.5	10.2	12.5	9.4	29.0	72.5
Maplewood Township		26.7	.0158	7.4		83,087	.0293	3,110	11,221	•	•	•	•	•	•	•	•	•	•	•	•
Nutley		30.5	.0181	8.7		82,652	.0291	2,710	9,500	10.0	8,250	11.4	2.1	14.2	5.9	39.2	25.4	20.1	20.5	15.1	46.1
West Orange		30.9	.0183	8.7		86,799	.0306	2,809	9,977	10.1	8,609	12.4	2.2	15.8	6.4	36.5	22.6	18.1	17.7	17.2	51.1
Millburn Township		16.7	.0099	5.0		66,900	.0236	4,006	13,389	•	•	•	•	•	•	•	•	•	•	•	•
Verona		12.5	.0074	3.3		33,350	.0118	2,668	10,106	3.8	8,863	10.8	1.9	17.2	6.7	35.1	21.1	18.9	17.9	18.0	52.4
Caldwell		6.9	.0041	2.0		21,664	.0076	3,140	10,832	2.6	8,231	17.4	3.2	17.1	7.2	32.1	20.8	16.8	17.2	16.6	51.6
Gloucester	106	109.7	.0650	32.8	85.7	192,054	.0677	1,751	5,855	36.1	5,322	23.8	6.9	22.3	14.5	37.7	37.8	10.6	16.8	5.6	24.0
Woodbury		13.0	.0077	4.0		31,719	.0112	2,440	7,930	4.7	6,749	17.7	4.0	18.2	9.3	39.1	30.9	14.7	18.4	10.3	37.4
Hudson	99B	637.0	.3773	193.4	637.0	1,259,751	.4439	1,978	6,514	219.9	5,729	17.6	4.7	23.5	14.2	40.1	37.4	12.5	18.4	6.3	25.3
Jersey City		302.2	.1790	88.0		599,256	.2076	1,950	6,696	103.8	5,676	17.7	4.8	24.2	14.8	39.7	37.3	12.3	18.2	6.1	24.9
Union City		55.6	.0329	18.4		114,753	.0404	2,064	6,237	21.3	5,391	20.3	5.8	24.5	15.8	38.5	38.1	11.4	17.8	5.3	22.5
Bayonne		79.2	.0469	22.5		161,195	.0568	2,035	7,164	26.0	6,202	15.3	3.8	19.7	11.0	43.3	37.2	14.2	19.3	7.5	28.7
Hoboken		51.2	.0303	15.4		95,637	.0337	1,868	6,210	19.4	4,924	23.2	7.2	27.8	19.6	35.5	38.6	9.3	15.9	4.1	18.7
West New York		37.1	.0220	12.2		80,074	.0282	2,158	6,563	13.4	5,976	14.9	3.8	23.0	13.4	41.6	37.1	13.7	19.3	6.8	26.4
North Bergen Township		43.0	.0255	13.1		93,869	.0331	2,183	7,166	•	•	•	•	•	•	•	•	•	•	•	•
Kearny		40.4	.0239	11.7		81,094	.0286	2,007	6,931	13.0	6,256	13.7	3.4	19.5	11.0	44.2	37.7	14.8	19.9	7.5	28.0
Harrison		13.0	.0077	3.4		23,314	.0082	1,793	6,857	4.2	5,572	17.0	4.7	23.9	14.9	41.6	39.8	12.0	18.0	5.5	23.6
Hunterdon		47.8	.0284	14.5	8.5	77,603	.0273	1,623	5,352	15.9	4,871	26.6	8.4	29.1	20.7	30.2	33.1	9.5	16.4	4.6	21.4
Flemington		3.6	.0021	1.0		8,508	.0030	2,363	8,508	1.4	5,975	23.7	6.1	25.4	14.7	30.9	27.6	11.1	15.6	8.9	36.0
Mercer	152	261.0	.1546	70.5	227.0	549,598	.1937	2,106	7,796	90.7	6,056	21.6	5.5	21.7	12.4	35.2	31.0	13.2	18.3	8.3	32.8
▲Trenton		134.9	.0799	34.8		275,582	.0971	2,043	7,919	45.7	6,026	19.7	5.0	23.4	13.4	36.0	31.9	12.9	18.1	8.0	31.6
Princeton		14.2	.0084	3.1		47,455	.0167	3,342	15,308	9.1	5,210	42.3	12.5	19.2	12.8	20.4	20.9	9.8	15.8	8.3	38.0
Hightstown		3.9	.0023	1.2		9,014	.0032	2,311	7,512	1.4	6,623	18.0	4.2	19.4	10.1	39.5	31.9	13.0	16.5	10.1	37.3
Middlesex	99B	337.3	.1998	97.0	291.4	677,851	.2388	2,010	6,988	113.2	5,989	18.4	4.7	20.3	11.7	40.5	38.1	13.6	19.2	7.2	28.3
New Brunswick		42.1	.0249	11.5		91,278	.0322	2,168	7,937	17.8	5,122	29.4	8.8	22.6	15.3	31.7	33.1	10.6	17.4	5.7	25.4
Perth Amboy		42.7	.0253	12.6		84,215	.0297	1,972	6,684	14.5	5,807	17.2	4.5	22.1	13.2	41.4	38.0	12.9	18.8	6.4	25.5
Woodbridge Township		41.5	.0246	10.9		86,154	.0304	2,076	7,904	•	•	•	•	•	•	•	•	•	•	•	•
South River		12.0	.0071	3.3		25,228	.0089	2,102	7,884	3.8	6,636	12.8	2.9	16.8	8.7	44.1	35.2	17.7	22.3	8.6	30.9
Carteret		13.7	.0081	3.6		28,162	.0092	1,910	7,267	4.6	5,682	15.7	4.3	25.1	15.2	42.5	39.9	10.6	15.7	6.1	24.9

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

THE

ASBURY PARK PRESS MARKET

INCLUDES BOTH

MONMOUTH AND OCEAN COUNTIES

(New Jersey's Fastest Growing Area)

The Garden State Parkway and New Jersey Turnpike have been prime factors in making the Jersey Shore the fastest-growing territory in New Jersey. Centrally located between New York and Philadelphia, this year-round market is attracting national industry because of its abundance of plant sites and reservoir of skilled and unskilled labor.

ASBURY PARK PRESS

PRESS PLAZA ASBURY PARK, N. J.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
												% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
Sayreville		12.0	.0071	3.7		26,764	.0094	2,230	7,234	3.7	7,305	10.3	2.2	15.2	7.2	45.3	33.1	18.3	21.1	10.9	36.4
Highland Park		13.3	.0073	3.7		35,184	.0124	2,860	9,509	4.4	8,011	15.7	3.0	14.9	6.5	35.6	23.7	18.8	19.7	15.0	47.1
Metuchen		16.0	.0095	4.7		41,770	.0147	2,611	8,887	5.4	7,691	13.0	2.6	14.7	6.6	40.0	27.7	19.4	21.2	12.9	41.9
Monmouth		283.4	.1679	84.9	181.1	550,926	.1942	1,944	6,489	103.5	5,325	27.1	7.8	24.7	16.1	31.7	31.6	9.9	15.6	6.6	28.7
Asbury Park		18.9	.0112	5.7		39,838	.0140	2,108	6,989	8.3	4,825	30.5	9.7	27.7	20.0	28.7	31.7	7.8	13.6	5.3	25.0
Red Bank		14.2	.0084	4.5		33,851	.0119	2,384	7,522	5.4	6,250	21.4	5.3	22.2	12.1	34.4	29.4	12.7	17.1	9.3	36.1
Long Branch		31.0	.0184	9.2		59,753	.0211	1,928	6,495	10.8	5,511	23.9	6.7	24.7	15.4	34.2	33.2	10.4	15.9	6.8	28.8
Freehold		8.9	.0053	2.8		16,317	.0057	1,833	5,828	2.9	5,623	22.3	6.1	25.0	15.4	34.4	33.6	11.4	17.1	6.9	28.8
Neptune Township		19.0	.0113	6.2		37,449	.0132	1,971	6,040	*	*	*	*	*	*	*	*	*	*	*	*
Belmar		6.0	.0036	2.1		11,760	.0041	1,960	5,600	2.2	5,414	24.6	7.0	26.8	17.1	31.0	30.6	11.1	17.2	6.5	28.1
Morris	99B	207.8	.1231	58.2	118.7	442,797	.1560	2,131	7,608	67.4	6,569	17.7	4.1	21.9	11.6	36.5	29.6	14.0	17.9	9.9	36.8
Morristown		18.5	.0110	5.5		45,424	.0160	2,455	8,259	7.1	6,399	22.1	5.3	22.1	12.0	32.4	27.0	13.3	17.5	11.1	39.2
Dover		12.1	.0072	3.3		25,551	.0090	2,112	7,743	4.1	6,230	12.5	3.1	24.9	13.8	42.2	36.2	12.5	16.9	7.9	30.0
Boonton		8.0	.0047	2.3		16,700	.0059	2,088	7,261	2.7	6,093	15.7	4.0	24.2	13.7	38.3	33.6	14.3	19.8	7.5	28.9
Madison		12.5	.0074	3.3		35,681	.0126	2,854	10,812	4.3	8,382	13.5	2.5	19.4	8.0	33.8	21.4	16.6	16.7	16.9	51.4
Ocean		71.5	.0423	23.5	24.3	111,503	.0393	1,559	4,745	26.3	4,241	34.7	12.5	27.0	22.2	28.4	35.7	6.7	13.3	3.2	16.3
Point Pleasant Beach		5.0	.0030	1.5		9,224	.0033	1,845	6,149	2.0	4,849	31.0	10.3	27.3	20.3	29.9	34.4	7.4	13.4	4.4	21.7
Point Pleasant		6.8	.0040	2.2		10,686	.0038	1,571	4,857	2.3	4,576	26.7	8.9	27.2	20.6	35.5	41.5	7.3	13.5	3.3	15.5
Passaic	99B	366.2	.2170	113.9	353.0	766,109	.2689	2,092	6,728	128.4	5,966	17.0	4.4	22.2	12.9	40.0	35.7	13.6	19.5	7.0	27.5
Passaic-Clifton		*156.1*	*.0807*	*41.5*		*306,189*	*.1079*	*1,249*	*7,415*												
Paterson		141.2	.0836	43.7		231,984	.0094	1,997	6,453	59.1	5,409	19.9	5.7	25.3	16.2	37.5	37.0	11.9	18.5	5.4	22.6
Passaic		58.0	.0344	17.8		127,997	.0451	2,207	7,191	21.5	5,951	18.3	4.7	23.5	13.8	38.0	34.0	13.8	18.1	7.4	29.4
Clifton		78.1	.0463	23.5		178,132	.0628	2,281	7,580	35.6	6,963	10.9	2.4	16.7	8.3	44.9	34.4	18.0	21.8	9.5	33.1
Hawthorne		16.4	.0097	5.0		38,503	.0136	2,348	7,701	5.6	6,839	14.2	3.2	17.0	8.5	42.1	32.9	17.0	21.0	9.7	34.4
Pompton Lakes		8.0	.0047	2.4		17,799	.0063	2,225	7,416	3.1	5,753	15.2	4.1	21.0	12.6	45.2	41.9	13.0	19.1	5.6	22.3
Salem	164	56.1	.0332	16.8	25.4	100,521	.0354	1,792	5,983	19.0	5,288	24.2	7.0	23.3	15.2	36.8	37.2	10.1	16.1	5.6	24.5
Salem		9.7	.0057	3.1		18,048	.0064	1,861	5,822	3.7	4,927	27.1	8.4	26.2	18.5	32.5	35.2	9.5	16.2	4.7	21.7
Penns Grove		7.4	.0044	2.3		14,324	.0050	1,936	6,228	2.6	5,473	21.1	5.9	19.7	12.5	42.3	41.2	11.5	17.7	5.4	22.7
Somerset	99B	122.6	.0726	34.1	75.9	242,193	.0854	1,975	7,102	39.6	6,084	16.7	4.2	22.7	12.6	39.0	34.3	14.1	19.6	7.5	29.1
Somerville		13.5	.0080	4.1		30,868	.0109	2,287	7,529	5.1	6,054	15.1	3.8	21.2	12.1	41.4	36.5	15.6	21.7	6.7	25.9
Bound Brook		9.0	.0053	2.5		17,938	.0063	1,993	7,174	3.0	5,959	18.0	4.6	22.4	13.1	40.0	35.8	12.2	17.2	7.4	29.2
North Plainfield		15.5	.0092	4.5		34,015	.0120	2,195	7,559	5.3	6,402	16.4	3.9	18.0	9.7	40.4	33.7	17.0	22.4	8.2	30.3
Sussex		38.3	.0227	11.6	10.9	58,505	.0206	1,528	5,044	12.7	4,595	27.7	9.3	22.5	24.4	28.9	33.6	6.8	12.4	4.1	20.3
Newton		6.1	.0036	1.7		10,918	.0038	1,790	6,422	2.3	4,674	28.2	9.3	28.7	21.3	31.2	35.6	7.7	13.9	4.3	19.9

*Not Available.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
© SM, 1957.

(Advertisement)

Food Store Sales, ~~200~~ 100 Leading Counties

Estimates, 1956, for the ~~200~~ 100 counties leading in this category

COUNTY and STATE	FOOD STORE SALES (SM) Est. (In thousands)	County Square Mile Area	FOOD SALES PER SQ. MILE
5 City's, N. Y., N. Y.	$2,820,514	358	$7,040,541
Los Angeles, Cal.	1,861,050	4,060	456,140
Cook, Ill.	1,465,229	958	1,529,466
Wayne, Mich.	828,870	623	1,330,449
Philadelphia, Pa.	565,237	127	4,450,685
Cuyahoga, Ohio	549,318	456	1,204,645
Allegheny, Pa.	503,157	745	675,379
St. Louis, Mo.	417,779	517	808,083
Nassau, N. Y.	403,423	330	1,222,494
Baltimore, Md.	378,029	638	592,522
Suffolk, Mass.	369,010	77	4,792,338
PASSAIC-BERGEN, N. J.	351,632	445	777,962
Harris, Tex.	327,077	1,765	185,313
Middlesex, Mass.	321,627	849	378,830
Erie, N. Y.	309,527	1,089	289,548
Dade, Fla.	300,057	2,109	142,275
Milwaukee, Wisc.	298,851	239	1,250,423
Alameda, Cal.	288,735	834	346,206
Essex, N. J.	285,092	132	2,159,788
Hamilton, Ohio	262,279	415	631,998
San Francisco, Cal.	261,873	93	2,815,839
Westchester, N. Y.	261,531	487	537,025
Dist. of Columbia	241,884	1,528	158,301
King, Wash.	239,252	2,206	108,455
Dallas, Tex.	235,569	902	261,163
San Diego, Cal.	229,630	4,314	53,229
Fairfield, Conn.	220,923	857	336,280
Bergen, N. J.	220,851	243	908,852
Hennepin, Minn.	214,815	609	352,734
New Haven, Conn.	201,288	822	323,614
Franklin, Ohio	188,811	539	350,299
Hudson, N. J.	188,282	63	2,988,603
Hartford, Conn.	187,701	751	249,935
Multnomah, Ore.	182,722	457	399,829
Oakland, Mich.	173,327	899	192,800
Marion, Ind.	168,797	402	419,893
Fulton, Ga.	167,850	531	316,102
Santa Clara, Cal.	163,144	1,312	124,348
Jackson, Mo.	160,906	608	264,648
Summit, Ohio	158,477	416	380,954
Essex, Mass.	157,826	535	295,002
Worcester, Mass.	157,654	1,579	99,844
Monroe, N. Y.	156,183	679	230,019
Union, N. J.	155,614	105	1,482,038
Sacramento, Cal.	154,410	997	154,875
Denver, Colo.	153,264	59	2,597,695
Suffolk, N. Y.	152,997	1,177	129,989
Montgomery, Ohio	151,972	465	326,822
Jefferson, Ky.	151,274	387	390,889
Providence, R. I.	149,851	437	342,908
Shelby, Tenn.	147,129	769	191,325
Jefferson, Ala.	142,735	1,120	127,442
Tarrant, Tex.	139,345	896	155,173
Delaware, Pa.	138,962	191	727,497
Lucas, Ohio	138,851	351	395,587
Orange, Cal.	138,404	796	173,842
Lake, Ind.	135,724	517	262,522
Bexar, Tex.	135,489	1,248	108,565
Maricopa, Ariz.	134,193	9,253	14,503
Orleans, La.	131,163	363	361,330
San Mateo, Cal.	130,711	546	239,397
Passaic, N. J.	130,709	202	647,074
Duval, Fla.	127,419	840	151,690
Montgomery, Pa.	124,020	496	250,040
Contra Costa, Cal.	121,771	906	161,881
Norfolk, Mass.	117,339	418	280,715
Onondaga, N. Y.	115,969	815	142,293
Norfolk, Va.	114,615	402	285,112
Ramsey, Minn.	114,087	171	667,175
San Bernardino, Cal.	113,704	20,160	5,640
Hampden, Mass.	112,485	635	177,142
Oklahoma, Okla.	111,849	710	157,534
Fresno, Cal.	110,338	6,005	18,374
Stark, Ohio	107,266	581	184,623
Bristol, Mass.	105,900	592	178,885
Mahoning, Ohio	102,477	424	241,691
Camden, N. J.	99,675	225	443,000
Genesee, Mich.	99,202	649	152,854
Kent, Mich.	99,114	868	114,187
Davidson, Tenn.	95,322	532	179,177
Arlington, Va.	93,066	24	3,877,750
Henrico, Va.	91,387	244	374,537
Middlesex, N. J.	91,130	318	286,572
Prince Georges, Md.	90,982	496	183,431
Macomb, Mich.	90,943	481	189,071
Hillsborough, Fla.	90,543	1,062	85,257
Salt Lake, Utah	90,170	814	110,774
Luzerne, Pa.	89,821	902	99,247
Monmouth, N. J.	88,012	487	180,723
Westmoreland, Pa.	86,620	1,028	84,281
Kern, Cal.	81,652	8,172	9,992
Douglas, Nebr.	80,655	344	234,482
Mercer, N. J.	79,232	230	344,487
Sedgwick, Kan.	78,963	1,008	78,338
Tulsa, Okla.	78,775	588	133,971
Albany, N. Y.	77,387	537	144,110
Pierce, Wash.	76,180	1,788	42,562
New Castle, Del.	75,851	471	161,042
Montgomery, Md.	75,100	506	148,419
Berks, Pa.	74,102	864	85,788
Spokane, Wash.	73,179	1,777	41,178

FIGURES TELL THE TALE— FOLKS BUY MORE* IN PASSAIC-BERGEN AREA

IN THE 10 COMMUNITIES COMPRISING THE HERALD-NEWS PASSAIC-CLIFTON N. J. CITY ZONE SALES MANAGEMENT ESTIMATES FOR 1956 SHOW . . .

$82,657,000 FOOD SALES

THIS ZONE COVERS 36.5 SQUARE MILES WITH AN AVERAGE FOOD SALE OF $2,264,575 PER SQ. MILE ONLY THE HERALD-NEWS OF PASSAIC-CLIFTON REACHES THIS RICH CITY ZONE MARKET

Latest A.B.C. Audits show:—

HERALD-NEWS	50,455**
Bergen Record	1,187
Paterson News	2,548
Paterson Call	2,105
Newark News	4,398
Newark Star-Ledger	3,352
N.Y. Herald-Tribune	2,962
N.Y. Daily News	20,918
N.Y. Journal-American	7,338
N.Y. Post	683
N.Y. Times	2,792
N.Y. World Telegram & Sun	1,235

**41,000 home delivered

total circulation A.B.C. Audit 12/31/55 ——— 62,031

For MORE* data on any classification telephone Prescott 7-6000 or write to Wm. J. Hay, General Advertising Manager

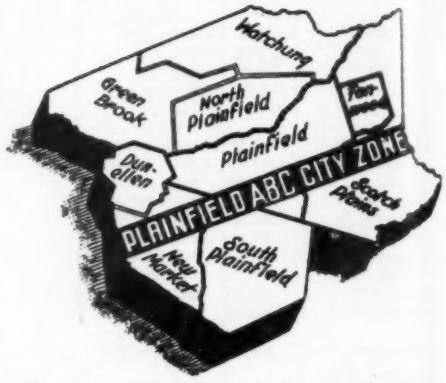
THE HERALD-NEWS

Post Office Box 1019
Passaic, N.J.—or
New York Office—18 E. 41st St.
James J. Todd, Mgr.
Telephone Murray Hill 5-0131

Now 115,945 people live in this ABC City Zone.

Population growth since 1950 in this shopping center of central New Jersey is so great that the Audit Bureau of Circulations has now revised the official figure to 115,945 in the area shown on the map at the right. That's the real population size of the Plainfield City market . . . Not the outdated corporate city boundary which passes right through a large department store property. And RICH! Among all other large cities in the state it is:

In Income per family . . . . . **1st.**
In Retail Sales per capita . . . . . **1st.**
In Department & Apparel Store Sales per capita . . . . **1st.**
In Food Store Sales per capita . . . . . **1st.**
In Automotive Sales per capita . . . . . **1st.**
In Lumber & Building Material Sales per capita . . . . . **1st.**
In Drug Store Sales per capita . . . . . **2nd.**
In Furniture & Appliance Store Sales per capita . . . . . **3rd.**



More than 115,945 people live within 4 miles of Plainfield City Hall (A. B. C. City Zone). No outside New Jersey or New York newspaper adequately reaches Plainfield housewives. Less than 5% of the people daily commute to New York. The Courier-News affords 74% coverage.

PLAINFIELD COURIER-NEWS

Plainfield, N. J.
Member: The Gannett Group of newspapers.

Represented by J. P. McKinney & Son, Inc. — *New York • Syracuse • Chicago • San Francisco*

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Union	99B	455.8	.2760	137.5	436.1	1,163,314	.4099	2,497	8,460	155.1	7,502	13.4	2.8	17.1	7.8	38.9	27.7	18.0	20.2	12.6	41.5
Elizabeth		117.6	.0697	33.9		264,137	.0931	2,246	7,792	40.3	6,559	16.1	3.8	21.0	11.0	38.4	31.3	15.2	19.5	9.3	34.4
Plainfield		47.1	.0279	13.7		122,339	.0431	2,597	8,930	16.5	7,394	16.9	3.5	18.4	9.6	35.1	25.4	16.7	19.0	12.9	42.5
Linden		34.9	.0207	9.6		80,296	.0283	2,301	8,364	11.3	7,113	10.1	2.2	14.7	7.1	46.6	35.0	18.8	22.2	9.8	33.5
Union Township		47.9	.0284	13.7		121,139	.0427	2,529	8,842	*	*	*	*	*	*	*	*	*	*	*	*
Rahway		24.6	.0146	7.0		58,731	.0207	2,387	8,390	8.3	7,035	13.4	2.9	15.7	7.7	42.5	32.3	18.2	21.8	10.2	35.3
Westfield		23.7	.0140	6.9		82,048	.0289	3,462	11,891	8.0	10,268	12.8	1.9	13.9	4.8	29.9	15.5	19.8	16.2	23.6	61.6
Summit		20.5	.0121	5.9		71,395	.0252	3,483	12,101	7.1	10,004	14.6	2.2	16.0	5.6	30.2	16.1	16.0	13.5	23.2	62.6
Hillside Township		23.8	.0135	6.7		58,619	.0207	2,571	8,749	*	*	*	*	*	*	*	*	*	*	*	*
Cranford Township		23.1	.0137	6.8		65,188	.0230	2,822	9,586	*	*	*	*	*	*	*	*	*	*	*	*
Roselle		20.8	.0123	5.9		52,537	.0185	2,526	8,905	7.1	7,381	10.7	2.2	15.2	7.2	42.5	30.7	20.6	23.4	11.0	36.5
Roselle Park		12.8	.0076	3.6		32,871	.0116	2,568	9,131	4.2	7,845	10.5	2.0	15.2	6.9	40.5	27.5	20.7	22.2	13.1	41.4
Warren	4	89.7	.0353	18.2	30.5	101,632	.0358	1,702	5,584	20.4	4,978	23.4	7.2	26.3	16.4	35.9	33.4	10.3	17.4	4.1	18.0
Easton (Pa.)-Wilson (Pa.)-Phillipsburg (N. J.)		*63.7*	*.0377*	*18.5*		*118,459*	*.0417*	*1,859*	*6,408*												
Phillipsburg		19.5	.0116	5.6		35,866	.0126	1,839	6,405	6.7	5,372	18.1	5.2	23.5	15.2	41.9	41.6	11.9	18.6	4.6	19.4
Washington		5.0	.0030	1.6		8,447	.0030	1,689	5,279	1.8	4,649	23.2	7.6	30.2	22.6	35.1	40.3	8.4	15.2	3.1	14.3
Total Above Cities		3705.0	2.1947	1087.0		8,375,078	2.9515	2,260	7,705	1204.7	6,286	18.4	4.5	22.0	12.1	37.3	31.7	13.6	18.1	8.7	33.6
State Total		5,545.0	3.2849	1648.8	4764.1	11,840,516	4.1722	2,135	7,190	1917.0	6,178	19.4	4.8	22.0	12.4	36.8	31.8	13.3	18.1	8.5	32.9

*Not Available.

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Before using these figures, read foreword, page 11.

MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

The Station With The Largest Audience in America

*National spot and local Source: Broadcast Advertisers Report

Elizabeth Daily Journal "50,000 PLUS Circulation"

Reach MORE of Wealthy
UNION COUNTY
Only with the . . .
ELIZABETH DAILY JOURNAL

$8460
per family income
HIGHEST IN NEW JERSEY

Get YOUR SHARE of Sales and Profits from this BIGGER MARKET

NOW New ABC CITY ZONE POPULATION

254,526

It takes people to make sales . . . and in Elizabeth, fabulous marketing "heart" of the 15 communities that comprise Union County (richest in New Jersey), there's MORE people, MORE consumers for YOUR product.

Source Sales Management S. O. B. P. 1957

NOW Effective Buying Income
Over $1,163,000,000
68% INCREASE since 1950

NOW Food Sales
Over $155,600,000
32% INCREASE since 1950

NOW General Merchandise Sales
Over $59,600,000
118% INCREASE since 1950

NOW Retail Sales
Over $600,500,000
44% INCREASE since 1950

NOW Drug Sales
Over $16,400,000
70% INCREASE since 1950

NOW Automotive Sales
Over $98,600,000
17% INCREASE since 1950

PLUS the added impact of
FULL COLOR

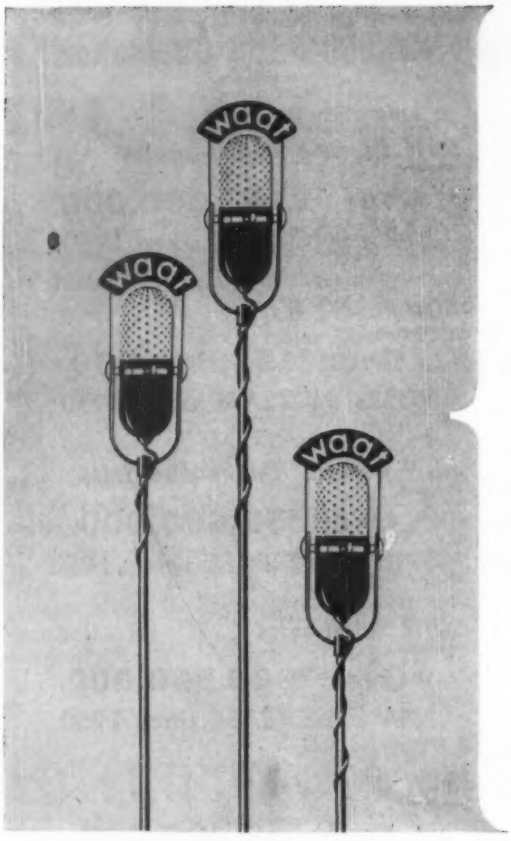
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Elizabeth Daily Journal
ELIZABETH • NEW JERSEY

Nat'l. Reps.: WARD-GRIFFITH CO., INC.



FIRST STATION in N. J.
covering 82% of the State
plus a big bonus in N. Y.

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NEWARK 1, N. J. nat. rep.: **FORJOE & Co.**

NEW JERSEY METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A	Per Capita	Per Family
Atlantic City	9	142.8	.0846	44.8	124.3	250,991	.0884	1,758	5,602
‡Camden									
New York-N. E. New Jersey (New Jersey Portion Only)	998	3,826.2	2.2686	1,143.2	3,576.5	8,663,300	3.0527	2,264	7,578
Trenton	152	281.0	.1546	70.5	227.0	549,598	.1937	2,108	7,796
Total Above Areas		4,230.0	2.5058	1,258.5	3,927.8	9,463,889	3.3348	2,232	7,520

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Atlantic	9	236,921	.1231	5,289	.0961	116	146	52,170	42,480	19,823	20,144	10,960	28,346	11,545	10,256	8,034
▲Atlantic City		142,065	.0738		.0488	134	202	25,290	29,464	14,793	16,926	8,096	13,208	4,053	5,740	5,136
Pleasantville		20,818	.0108		.0085	112	142	5,526	988	2,345	1,044	848	4,583	1,179	841	770
Hammonton		16,097	.0084		.0062	117	158	3,792	985	809	1,169	676	3,374	1,321	1,505	92
Bergen	998	807,867	.4196	3,736	.5243	125	100	220,851	89,418	101,062	54,254	41,103	125,680	55,218	51,536	21,119
Hackensack		122,315	.0635		.0366	190	329	17,437	5,488	24,549	24,925	7,849	24,075	2,783	3,737	1,816
Englewood		47,472	.0247		.0251	163	160	11,028	1,821	2,180	3,553	2,210	14,273	3,914	1,695	817
Ridgewood		49,847	.0259		.0261	196	195	13,770	1,029	2,172	3,980	2,151	16,757	1,694	1,305	1,812
Teaneck Township		37,906	.0197		.0336	138	81	16,915	2,119	3,522	2,250	3,623	811	2,588	1,892	759
Rutherford		25,560	.0133		.0173	142	109	7,350	506	611	2,621	902	7,829	1,711	542	647
Fair Lawn		64,493	.0335		.0301	145	162	14,536	1,645	34,232	1,106	911	1,712	1,908	4,721	1,419
Garfield		19,241	.0100		.0171	95	56	5,596	1,673	981	103	398	4,900	923	1,686	548
Westwood		21,546	.0112		.0084	168	224	6,893	721	2,844	1,461	1,189	5,108	605	410	513
Bergenfield		33,004	.0171		.0186	132	121	7,245	1,462	5,520	2,978	1,279	6,529	1,024	3,212	955
Little Ferry		11,008	.0057		.0046	121	150	860	906	248	...	533	5,518	969	536	96
Cliffside Park		13,482	.0070		.0124	118	67	5,247	810	756	782	584	2,646	667	743	479
Lyndhurst Township		16,997	.0088		.0153	122	68	5,294	1,214	1,965	753	517	2,625	1,476	492	559
Ridgefield Borough		7,760	.0040		.0082	114	56	1,880	825	390	92		868	780	809	114
Dumont		10,778	.0056		.0113	106	52	5,066	557	653	593	125	362	484	614	484
East Paterson		23,372	.0121		.0132	117	107	9,736	1,392	2,435	1,623	826	1,051	1,523	1,885	303
Fort Lee		25,700	.0134		.0173	129	100	6,245	2,759	3,048	370	901	3,636	6,624	258	558

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

‡Included in Philadelphia Metropolitan area.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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YOUR PASSPORT TO THE RICH
$104 Million Bridgeton Market

The Bridgeton Market is big and it's prosperous. No advertiser can afford to overlook these important market facts:

1. Bridgeton is a *quality* market. Its sales production index of 187 is good evidence of the far-flung pulling power of Bridgeton's stores.

2. 67,000 people in Cumberland and Salem counties depend on Bridgeton as their major shopping center . . . spending $43,180,000 in Bridgeton stores and an additional $30,623,000 throughout the trading area for a total of $73,803,000.

3. Local pocketbooks are swollen with a whopping income of $105,340,000 derived from industry and farming. Farm income totals $53,834,000.

4. The BRIDGETON EVENING NEWS is the one dominant newspaper in this market. It stands out over the other two county dailes by a 7 to 1 preference

To sell the Bridgeton Market you need a strong local medium. The BRIDGETON EVENING NEWS' heavy emphasis on local news coverage fulfills a need no other newspaper or other medium can equal! Write for complete market facts today.

BRIDGETON *Evening* NEWS • Represented Nationally by THE JULIUS MATHEWS SPECIAL AGENCY New York, Boston, Chicago, Phila., Detroit, Syracuse

NEW JERSEY

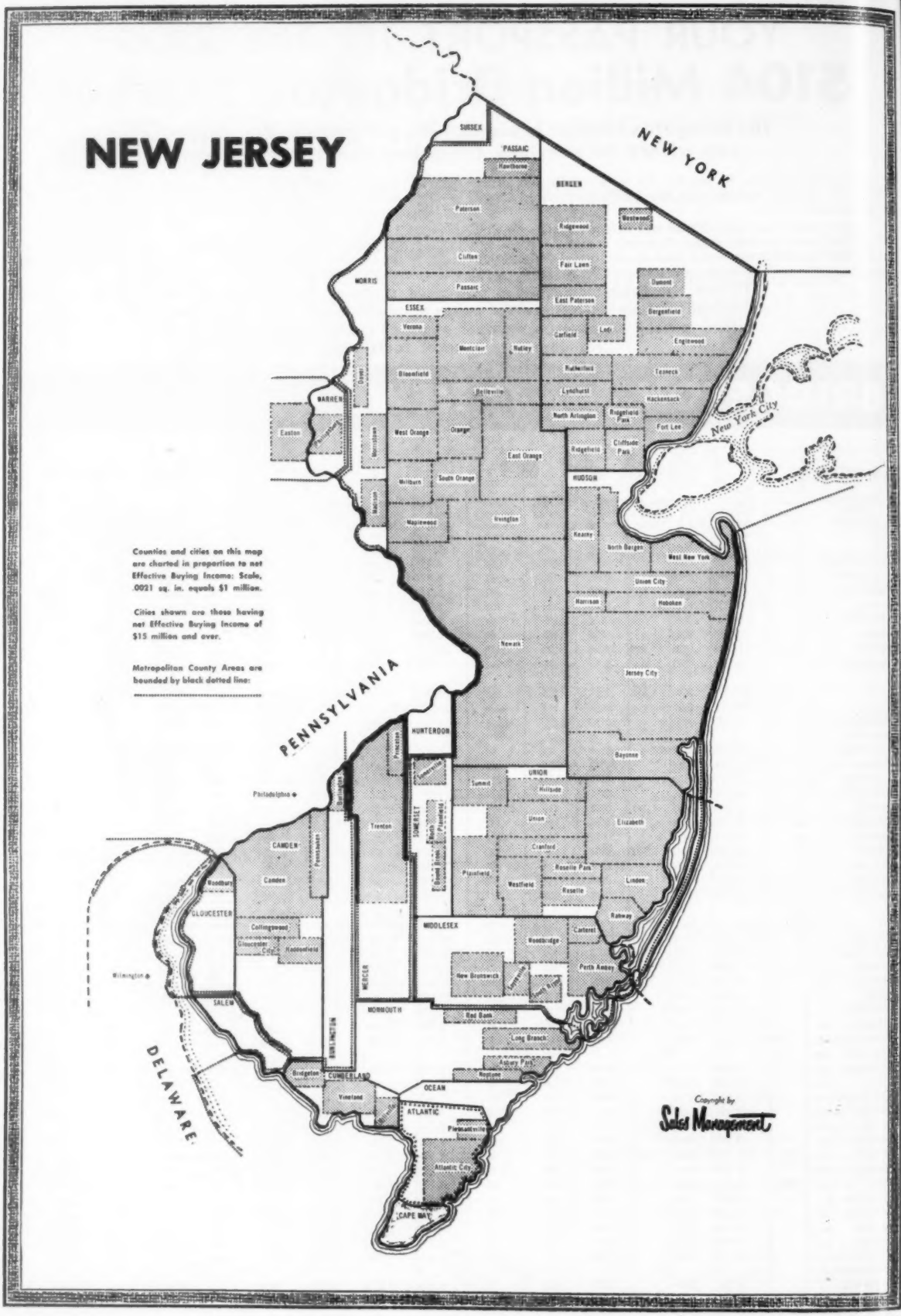
RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lodi		17,000	.0088		.0130	95	64	6,164	1,645	1,044	526	772	1,028	1,366	2,107	564
North Arlington		12,282	.0064		.0127	108	54	6,136	1,336	604	444	181	883	685	591	216
Ridgefield Park		5,865	.0030		.0075	103	41	2,692	385	286	151	101	651	508	560	91
Palisades Park		13,723	.0071		.0090	129	101	3,247	1,053	413	335	154	3,140	1,145	1,668	806
Paramus		28,647	.0149		.0141	124	131	2,742	7,948	1,977	779	3,619	4,109	2,400	2,193	137
River Edge		15,450	.0080		.0116	136	94	6,053	379	5,805	349	391	...	751	569	530
Tenafly		13,305	.0069		.0125	156	86	5,892	972	2,152	245	116	672	664	939	317
Burlington	10B	147,856	.0769	3,529	.0966	98	78	38,272	13,983	9,281	5,130	4,809	31,185	15,510	11,776	3,385
Burlington		23,373	.0121		.0092	111	146	5,772	1,430	1,130	1,349	1,397	7,212	1,407	740	516
Camden	10B	397,242	.2063	3,988	.2158	108	103	99,675	39,524	38,734	21,772	23,232	74,952	28,196	23,037	9,671
Camden		186,731	.0970		.0855	111	130	39,816	16,111	28,731	13,942	17,726	30,812	9,474	11,150	3,711
Collingswood		23,142	.0120		.0140	131	112	9,332	880	1,490	868	412	4,767	1,228	1,550	606
Pennsauken Township		20,862	.0108		.0147	92	68	2,577	3,628	318	237	534	6,355	2,980	1,587	797
Gloucester City		10,411	.0054		.0075	85	61	4,748	1,466	235	93	386	1,037	827	253	147
Haddonfield		26,713	.0139		.0117	177	211	9,509	1,341	1,765	2,678	1,868	2,972	1,300	329	1,110
Merchantville		28,780	.0150		.0078	252	484	5,691	5,336	1,465	460	202	12,319	1,027	929	520
Cape May		84,824	.0441	6,147	.0361	119	178	23,166	14,236	6,004	3,427	2,540	13,837	4,574	6,565	1,984
Wildwood		29,191	.0152		.0069	203	447	7,898	5,809	2,442	1,794	1,567	4,845	703	1,090	720
Ocean City		19,419	.0101		.0062	144	235	5,673	2,485	2,091	920	411	4,203	844	1,161	590
Cumberland		154,701	.0803	5,039	.0851	107	132	33,278	7,883	13,637	9,230	6,416	22,057	7,969	13,264	2,978
Bridgeton		43,180	.0224		.0150	125	187	9,603	1,592	4,464	2,939	2,669	7,063	2,804	3,577	855
Vineland		76,584	.0398		.0273	131	190	13,763	3,351	7,022	4,777	2,440	8,951	2,432	6,281	1,879
Millville		23,726	.0123		.0108	103	117	6,287	1,464	1,216	1,495	1,235	5,795	1,464	1,717	498
Essex	9B	1,265,180	.6573	4,321	.7234	124	113	285,092	117,872	188,653	138,416	77,783	208,587	49,019	42,125	32,542
Newark		690,652	.3588		.3263	122	134	127,579	76,304	142,515	94,222	48,298	84,200	20,524	15,606	15,424
East Orange		102,479	.0532		.0683	136	106	23,662	5,694	10,658	14,792	6,463	20,216	4,259	2,517	2,338
Irvington		78,930	.0410		.0462	125	111	22,137	5,005	4,609	6,917	3,551	21,482	3,081	2,796	2,600
Montclair		67,061	.0348		.0424	155	127	16,761	2,002	6,095	4,075	2,182	18,738	2,518	2,298	1,985
Orange		50,646	.0263		.0282	118	111	13,608	4,988	4,969	4,606	3,514	6,452	2,627	1,371	1,740
Bloomfield		51,204	.0266		.0377	116	82	15,855	3,963	3,124	5,197	3,260	8,436	2,707	1,043	1,990
Belleville		32,717	.0170		.0234	108	82	8,704	2,602	3,280	1,033	1,052	9,476	1,804	1,668	914
South Orange		27,497	.0143		.0174	191	157	6,607	1,225	929	790	444	12,047	763	1,419	819
Maplewood Township		33,350	.0173		.0230	146	109	8,768	901	3,789	625	1,870	7,691	1,768	2,816	703
Nutley		23,163	.0120		.0218	120	66	9,030	1,641	859	999	1,112	4,130	1,294	1,009	853
West Orange		27,082	.0141		.0232	127	77	7,983	6,277	1,108	228	562	5,309	1,825	1,449	720
Millburn Township		24,251	.0126		.0176	178	127	6,801	1,934	4,445	2,512	1,848	1,324	1,631	1,421	602
Verona		15,066	.0078		.0097	131	105	3,504	1,368	640	432	906	3,001	1,142	2,419	297
Caldwell		18,013	.0094		.0074	180	229	6,654	1,435	633	1,735	1,162	2,107	837	546	801
Gloucester	10B	111,811	.0580	3,409	.0642	99	88	28,699	8,073	3,952	4,691	5,433	27,148	7,648	8,965	3,038
Woodbury		30,936	.0161		.0120	156	209	6,333	872	1,333	1,692	2,089	13,115	1,137	1,213	1,116
Hudson	9B	640,221	.3328	3,310	.3972	105	88	188,282	71,051	49,885	65,236	44,784	81,195	29,461	22,881	17,801
Jersey City		270,858	.1454		.1832	102	81	88,371	32,846	18,365	31,347	18,849	31,324	12,981	7,922	9,049
Union City		78,847	.0410		.0391	119	125	18,796	8,312	12,895	8,758	5,172	10,821	1,871	1,732	1,932
Bayonne		68,983	.0358		.0485	108	76	22,651	7,212	3,493	7,716	4,800	7,005	3,056	2,655	1,866
Hoboken		49,759	.0258		.0307	101	85	16,494	7,522	2,939	4,384	2,285	4,743	1,522	1,648	1,122
West New York		47,774	.0248		.0259	118	113	15,521	2,858	3,152	9,087	4,205	5,031	1,475	1,825	996
North Bergen Township		38,881	.0202		.0277	109	79	8,960	3,572	1,039	880	1,993	13,466	2,434	2,004	595

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Before using these figures, read foreword, page 11.


NEW JERSEY
NEW YORK
PENNSYLVANIA
DELAWARE
New York City
Philadelphia
Wilmington
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0021 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
SUSSEX
PASSAIC
BERGEN
MORRIS
ESSEX
WARREN
HUDSON
HUNTERDON
SOMERSET
UNION
CAMDEN
GLOUCESTER
MIDDLESEX
MERCER
MONMOUTH
BURLINGTON
CUMBERLAND
SALEM
OCEAN
ATLANTIC
CAPE MAY
Hawthorne
Paterson
Clifton
Passaic
Ridgewood
Bogota
Fair Lawn
Dumont
East Paterson
Bergenfield
Garfield
Lodi
Englewood
Verona
Montclair
Nutley
Bloomfield
Teaneck
Belleville
Lyndhurst
Hackensack
North Arlington
Ridgefield Park
Fort Lee
Easton
West Orange
Orange
East Orange
Ridgefield
Cliffside Park
Weehawken
South Orange
Maplewood
Irvington
Kearny
North Bergen
West New York
Union City
Harrison
Hoboken
Newark
Jersey City
Bayonne
Princeton
Trenton
Perth Amboy
Summit
Hillside
Union
Elizabeth
Cranford
Plainfield
Westfield
Roselle Park
Roselle
Linden
Rahway
Woodbridge
Carteret
Perth Amboy
New Brunswick
Red Bank
Long Branch
Asbury Park
Neptune
Woodbury
Camden
Collingswood
Gloucester City
Haddonfield
Penns Grove
Bridgeton
Vineland
Pleasantville
Atlantic City
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Sales Management

MR. AUTOMOBILE ADVERTISER . . . Sales Per Square Mile Are an Important Tool In Determining Your Market.

Compare the top 20* on Sales Per Square Mile with Passaic-Bergen Counties, N. J.

COUNTY and STATE	SM AUTOMOTIVE SALES	Square Miles Area	AUTOMOTIVE SALES PER SQUARE MILE
Los Angeles, Cal.	$1,483,481,000	4080	$ 358,696
Cook, Ill.	1,027,743,000	959	1,072,800
New York City, N. Y. (5 Counties)	822,652,000	358	2,297,910
Wayne, Mich.	795,960,000	623	1,277,624
Cuyahoga, Ohio	382,662,000	456	837,899
Philadelphia, Pa.	351,359,000	127	2,766,606
St. Louis, Mo.	303,632,000	517	587,296
Allegheny, Pa.	299,349,000	745	401,810
Dallas, Tex.	284,100,000	902	315,033
Harris, Tex.	270,113,000	1765	153,038
Nassau, N. Y.	252,922,000	330	766,430
Dade, Fla.	249,417,000	2109	118,263
Baltimore, Md.	233,604,000	638	366,150
Middlesex, Mass.	229,691,000	849	269,942
Milwaukee, Wisc.	216,653,000	239	906,497
Dist. of Columbia, D. C.	213,498,000	1523	136,723
Passaic-Bergen, N. J.	210,700,000	445	473,483
Erie, N. Y.	206,376,000	1089	193,057
Essex, N. J.	205,587,000	132	1,557,477
Hamilton, Ohio	198,377,000	415	478,016
Alameda, Cal.	189,969,000	834	299,635

* From Sales Management list of the 200 leading automotive sales counties in the U.S.A.

SURVEY OF BUYING POWER figures reveal Passaic-Bergen Counties, N.J. as an exceptionally good market with automotive sales of

$210,700,000

The City Zone and Trading area of THE HERALD-NEWS is located in Passaic and Bergen Counties. Your dealers' only interest in advertising is to influence this market through readers who purchase automobiles.

THE HERALD-NEWS reaches in its City Zone **$51,712,000** in automotive sales . . . an average of **$1,416,767** per square mile. Data on other classifications support the prosperity revealed by these figures.

For complete details contact:

Wm. J. Hay, General Advertising Manager

Detailed circulation figures on all daily and Sunday newspapers in Passaic and Bergen counties mailed on request.

THE HERALD-NEWS

Post Office Box 1019, Passaic, N. J.
or New York Office: 18 East 41st St.
James J. Todd, Mgr.

NEW JERSEY

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Kearney		34,539	.0179		.0245	103	75	9,455	2,843	1,483	1,308	789	8,277	2,496	2,670	974
Harrison		22,582	.0117		.0092	119	152	4,698	2,457	2,789	1,027	6,071	528	673	1,546	510
Hunterdon		57,373	.0298	3,957	.0283	100	105	12,839	3,843	3,169	2,271	2,333	9,726	4,285	7,655	1,848
Flemington		17,159	.0089		.0046	219	424	4,015	604	535	1,591	1,561	3,667	523	825	325
Mercer	152	370,652	.1926	5,257	.1855	120	125	79,232	30,210	54,024	31,083	23,000	58,180	21,672	20,918	8,448
▲Trenton		268,291	.1394		.1064	133	174	60,015	22,707	49,641	27,133	19,518	32,854	14,678	12,331	6,697
Princeton		29,499	.0153		.0146	174	182	6,438	2,637	1,187	3,178	964	5,986	1,179	2,051	1,093
Hightstown		20,276	.0105		.0052	226	457	2,673	975	220	427	191	1,660	1,548	642	201
Middlesex	998	363,494	.1888	3,747	.2160	108	94	91,130	36,586	29,713	29,218	21,555	65,421	24,378	22,304	8,883
New Brunswick		89,911	.0467		.0351	141	188	15,892	7,433	11,225	11,315	7,436	19,989	2,932	4,019	2,110
Perth Amboy		72,542	.0377		.0312	123	149	14,488	5,130	9,183	10,953	6,946	11,989	2,207	2,420	1,582
Woodbridge Township		34,911	.0181		.0256	104	74	9,307	4,415	739	1,968	2,765	3,948	3,959	3,435	1,535
South River		20,452	.0106		.0091	128	149	5,949	1,273	2,367	829	762	5,264	666	620	491
Carteret		10,651	.0055		.0079	98	68	4,252	1,106	778	620	474	738	431	773	312
Sayreville		5,889	.0031		.0071	100	44	2,058	1,040	318	163	261	264	740	148	191
Highland Park		19,358	.0101		.0107	147	138	6,322	683	645	1,375	350	7,217	952	234	395
Metuchen		28,808	.0150		.0133	145	158	9,492	2,015	501	1,081	577	9,332	1,401	1,577	653

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

at the top...



and still climbing!

- TOPS IN CITY CIRCULATION
- TOPS IN SUBURBAN CIRCULATION
- TOPS IN NATIONAL ADVERTISING
- TOPS IN RETAIL ADVERTISING

Represented Nationally by Story, Brooks & Finley, Inc.

Paterson Evening News

NORTHERN NEW JERSEY'S GREATER PAPER

NEW JERSEY

RETAIL SALES — SM ESTIMATES, 1956

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COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Monmouth		351,717	.1827	4,143	.1855	110	109	88,012	40,980	34,935	21,295	17,950	51,097	19,769	24,336	9,231
Asbury Park		61,636	.0320		.0188	168	286	8,630	6,627	15,377	8,495	4,099	8,573	1,333	1,831	1,486
Red Bank		52,591	.0273		.0158	188	325	11,626	2,479	5,241	5,603	2,513	11,400	2,183	3,983	1,339
Long Branch		33,338	.0173		.0194	105	94	9,088	2,965	2,532	2,143	1,915	5,712	1,262	2,922	1,061
Freehold		23,361	.0121		.0075	142	228	6,269	1,253	1,321	1,101	1,927	5,063	988	1,769	659
Neptune Township		17,610	.0091		.0116	103	81	3,615	2,860	1,263	69	618	2,958	1,252	442	421
Belmar		18,025	.0094		.0056	156	261	6,788	2,350	729	729	239	3,610	953	1,223	205
Morris	99B	234,226	.1217	4,023	.1391	113	99	64,438	18,381	20,600	13,818	11,759	38,247	15,651	18,979	6,831
Morristown		66,908	.0348		.0206	187	316	15,478	2,283	11,646	6,130	5,523	11,620	2,165	4,260	1,586
Dover		36,139	.0188		.0116	161	261	10,316	2,053	2,283	3,966	1,228	9,680	1,085	1,611	813
Boonton		14,815	.0077		.0062	132	184	4,850	837	597	517	346	2,557	1,167	486	441
Madison		16,395	.0085		.0103	139	115	6,562	636	368	864	641	3,327	1,294	780	537
Ocean		145,725	.0757	6,201	.0609	120	179	36,071	15,589	5,854	5,038	5,957	19,039	7,585	12,223	3,586
Point Pleasant Beach		11,093	.0058		.0040	133	193	4,388	1,356	104	604	953	207	318	1,987	106
Point Pleasant		10,429	.0054		.0043	106	135	4,619	614	663	630	506	2,092	461	279	91
Passaic	99B	528,919	.2737	4,629	.2804	120	128	130,709	44,635	57,486	56,801	35,386	85,020	22,006	33,823	12,882
Passaic-Clifton		*199,417*	*.1035*		*.1019*	*125*	*133*	*50,401*	*18,256*	*14,816*	*25,988*	*13,410*	*29,918*	*7,966*	*16,437*	*4,491*
Paterson		225,541	.1172		.1016	122	140	46,011	16,063	36,158	29,223	20,183	35,354	7,385	8,868	6,393
Passaic		105,574	.0548		.0459	133	159	24,350	8,593	9,295	22,247	10,499	12,928	2,819	2,685	2,800
Clifton		93,843	.0487		.0553	119	105	26,051	9,643	5,521	3,739	1,911	16,990	5,137	13,802	1,991
Hawthorne		16,221	.0084		.0113	116	87	3,881	1,165	453	225	423	6,130	1,105	778	371
Pompton Lakes		16,387	.0085		.0066	140	181	4,647	569	836	1,167	832	4,459	309	1,345	522
Salem	164	57,279	.0297	3,409	.0333	100	89	13,042	3,618	2,667	2,411	3,966	10,404	3,791	4,194	1,257
Salem		15,414	.0080		.0067	118	140	4,454	1,116	1,099	1,086	1,310	2,242	652	808	378
Penns Grove		13,951	.0072		.0055	125	164	4,507	1,058	661	933	1,796	1,775	690	644	234

© SM, 1957.

Before using these figures, read foreword, page 11.

DON'T MISS THE BOAT IN MONMOUTH COUNTY'S FIRST MARKET!

You can't get to Monmouth County's first market, the rich, rapidly expanding Red Bank-Middletown area, unless you get aboard The Red Bank Register. That's a simple statement of fact easily proved by looking at the A.B.C. Report of any N. J. newspaper, or combination of newspapers, serving Monmouth County. The Red Bank Register outsells all New Jersey dailies combined in the Red Bank-Middletown area, whose families are among the nation's highest in per capita income. Don't miss the boat, put The Register on your advertising schedule.

Total Circulation—15,535 Per Issue ABC—Flat line rate: 13 cents

THE RED BANK REGISTER

THOMAS IRVING BROWN, Publisher

Register Building 40-42 Broad St. Red Bank, N. J.

NEW JERSEY

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

RETAIL SALES — SM ESTIMATES, 1956

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Somerset	99B	108,147	.0582	3,171	.0740	102	77	27,758	11,042	4,156	5,925	5,014	20,847	6,861	10,390	2,792
Somerville		31,948	.0166		.0120	150	206	9,549	1,560	1,888	3,023	2,157	6,160	1,617	1,562	1,053
Bound Brook		18,061	.0094		.0070	132	177	4,707	2,200	509	953	1,178	4,889	778	677	611
North Plainfield		10,136	.0053		.0094	102	58	2,251	1,769	490	278	860	2,312	990	162	439
Sussex		48,407	.0252	4,173	.0224	99	111	11,757	4,351	3,158	1,654	2,278	7,780	3,275	5,438	873
Newton		17,455	.0091		.0054	150	253	5,365	915	1,125	931	1,116	4,916	696	605	336
Union	99B	600,510	.3119	4,367	.3538	128	113	155,614	41,801	59,607	44,406	43,415	98,610	32,632	51,668	16,440
Elizabeth		154,709	.0804		.0846	121	115	36,895	12,798	18,027	16,861	11,493	24,502	7,843	7,728	4,230
Plainfield		108,902	.0566		.0441	158	203	25,677	3,095	21,270	10,034	6,274	20,606	2,789	7,440	2,208
Linden		49,979	.0260		.0261	126	126	10,760	4,889	3,010	2,012	2,018	12,788	4,354	6,983	1,060
Union Township		50,871	.0264		.0350	123	93	13,719	5,261	5,750	3,754	3,690	3,454	3,154	6,910	1,318
Rahway		40,159	.0209		.0195	134	143	6,877	2,578	1,638	1,934	9,253	8,228	1,764	3,313	927
Westfield		41,060	.0213		.0236	169	152	12,598	1,414	2,005	3,112	1,953	9,551	1,658	3,023	1,299
Summit		32,308	.0168		.0201	166	139	7,259	1,441	1,720	3,553	1,919	5,602	1,827	3,994	1,383
Hillside Township		26,914	.0140		.0173	125	104	8,209	1,680	522	479	1,315	5,418	2,527	2,285	651
Cranford Township		21,368	.0111		.0176	128	81	5,623	863	2,904	935	700	506	1,329	2,205	791
Roselle		18,930	.0098		.0147	120	80	10,165	667	1,276	751	910	534	1,073	536	926
Roselle Park		12,996	.0068		.0094	124	89	2,824	744	483	249	1,006	4,503	390	1,449	235
Warren	4	61,028	.0317	3,383	.0344	97	90	13,357	5,220	3,155	1,320	2,949	12,768	6,394	6,001	1,330
Easton (Pa.)-Wilson (Pa.)-Phillipsburg (N. J.)		*101,767*	*.0529*		*.0443*	*118*	*140*	*24,678*	*6,319*	*13,997*	*10,090*	*7,870*	*15,844*	*6,546*	*5,894*	*2,892*
Phillipsburg		19,620	.0102		.0117	101	88	4,860	1,955	919	315	733	3,955	3,453	1,297	392
Washington		13,670	.0071		.0042	140	237	1,964	497	1,008	454	827	4,196	637	1,388	361
Total Above Cities		5,355,206	2.7832		2.7502	125	127	1,310,443	455,085	640,892	505,844	338,743	897,681	245,150	284,308	137,690
State Total		67,772,100	3.5179	4,112	3.7984	116	107	1,689,341	643,436	704,290	537,457	391,880	1,085,128	377,259	407,732	173,318

METRO. AREAS		Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
RETAIL SALES — SM ESTIMATES, 1956																
Atlantic City	9	238,921	.1231	5,283	.0981	116	146	52,170	42,480	19,528	20,144	10,980	26,346	11,546	10,256	8,034
‡Camden																
New York-N. E. New Jersey (New Jersey Portion Only)	99B	4,548,564	2.3618	3,977	2.6882	119	104	1,163,871	400,688	508,172	408,074	280,749	720,807	235,040	263,708	118,494
Trenton	182	370,652	.1926	5,257	.1855	120	125	79,232	30,210	54,024	31,093	23,000	58,180	21,872	20,918	8,448
Total Above Areas		5,154,137	2.6775	4,096	2.9718	119	107	1,295,273	473,376	581,724	459,311	314,709	805,133	268,263	294,880	134,976

NEW MEXICO — (Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, Utah, Wyoming.)

Map, page 518

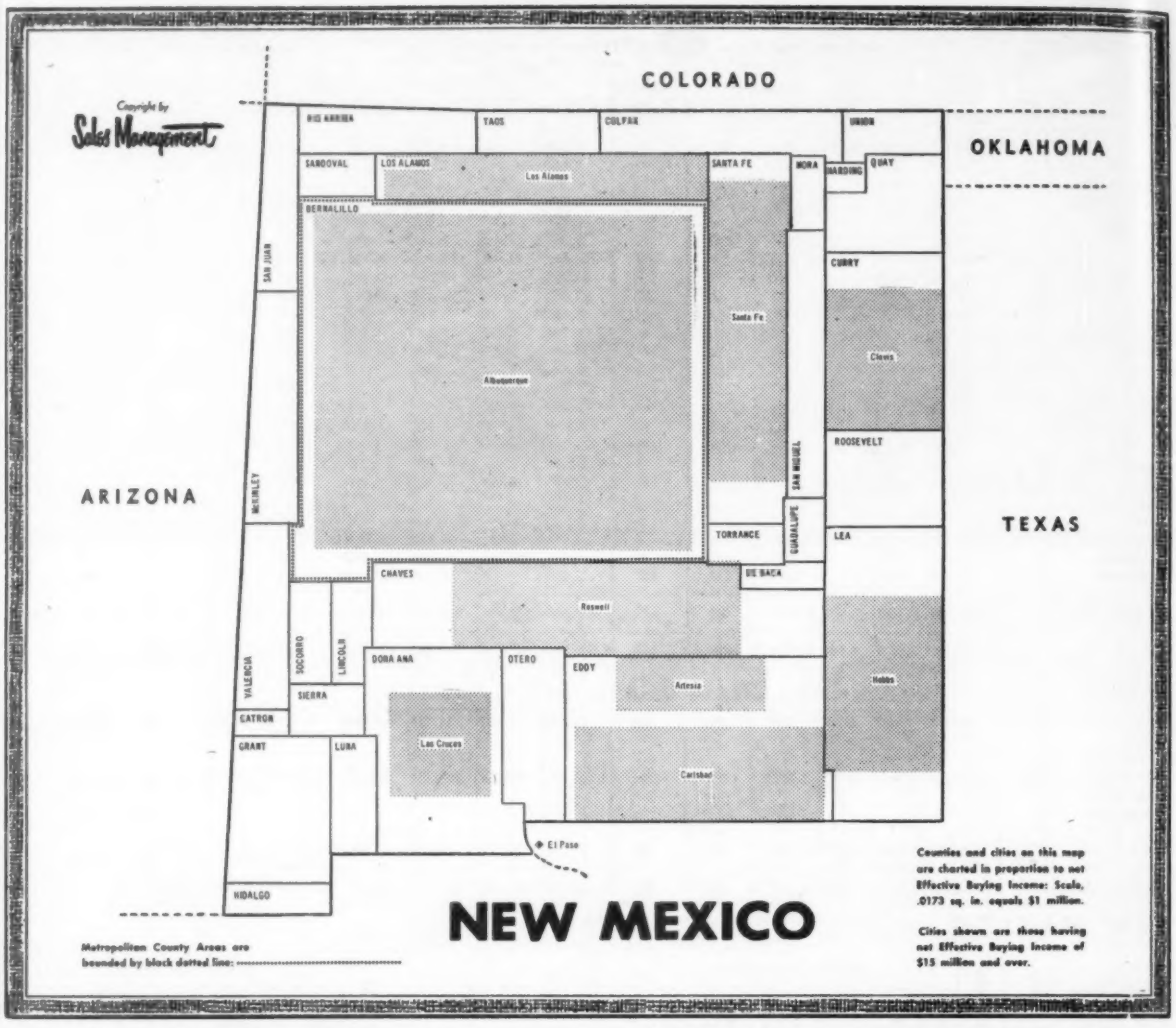
City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alamagordo	Otero	15.0	124	21	23	10	10	8	13	10	7	7
Albuquerque	Bernalillo	174.1	1,823	320	342	165	131	106	105	249	63	57
Artesia	Eddy	12.6	160	28	18	8	11	12	15	16	19	6
Carlsbad	Eddy	28.0	316	62	44	25	19	19	22	39	24	12
Clovis	Curry	24.6	288	42	34	33	30	22	24	29	26	9
Farmington	San Juan	15.1	162	19	31	23	11	7	15	10	10	5
Gallup	McKinley	11.3	251	34	60	25	13	8	17	38	6	6
Hobbs	Lea	24.0	222	29	41	11	24	13	22	16	16	10
Las Cruces	Dona Ana	17.3	264	48	42	19	19	13	14	37	20	10
Los Alamos	Los Alamos	12.9	*	*	*	*	*	*	*	*	*	*
Portales	Roosevelt	10.2	140	21	15	13	8	12	16	26	12	4
Roswell	Chaves	35.0	411	65	66	39	32	18	36	55	26	14
Santa Fe	Santa Fe	33.6	392	76	88	25	29	23	16	29	14	17
Silver City	Grant	8.7	116	19	23	8	6	8	8	13	9	3
Tucumcari	Quay	9.6	154	21	36	10	6	7	7	33	12	6

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Bernalillo	3	218.8	.1296	61.4	188.3	372,795	.1314	1,704	6,072	72.7	5,131	25.0	7.0	26.0	16.5	32.4	31.7	10.3	16.0	6.3	28.8
▲Albuquerque		174.1	.1031	52.6		308,708	.1088	1,773	5,869	59.4	5,194	24.6	6.8	25.6	16.3	32.6	31.5	10.6	16.1	6.6	29.3
Catron		2.3	.0014	.6		2,245	.0008	976	4,490	.7	3,336	51.6	22.3	25.5	25.0	16.2	24.4	3.7	8.8	3.0	19.5
Chaves		52.5	.0311	14.6	35.0	87,919	.0310	1,675	5,022	17.6	4,987	30.4	8.8	27.6	18.1	26.8	29.8	8.4	13.4	7.0	22.9
Roswell		35.0	.0207	10.6		60,254	.0212	1,722	5,684	11.6	5,180	28.3	7.9	26.9	17.0	28.3	27.4	9.1	13.9	7.4	33.8
Colfax		13.5	.0080	3.5	6.8	18,228	.0064	1,350	5,207	3.9	4,700	32.4	10.5	27.2	18.9	26.8	28.4	7.8	13.1	6.0	29.6
Curry		28.2	.0155	7.8	24.6	42,556	.0150	1,624	5,387	8.0	5,316	25.7	7.0	26.3	16.1	31.1	29.4	9.4	14.1	7.8	33.4
Clovis		24.6	.0146	7.4		41,255	.0145	1,677	5,575	7.8	5,314	25.7	7.0	26.2	16.1	31.2	29.5	9.4	14.1	7.5	33.3
De Baca		2.7	.0016	.8		3,502	.0012	1,297	4,378	.8	4,164	36.6	12.7	25.2	19.7	27.5	33.2	6.7	12.7	4.0	21.7
Dona Ana		48.2	.0274	11.4	17.3	87,544	.0203	1,248	5,048	14.1	4,085	41.2	14.6	26.7	21.4	21.1	25.9	6.4	12.3	4.6	25.8
Las Cruces		17.3	.0102	4.9		20,881	.0074	1,207	4,261	5.0	4,154	35.6	12.7	26.8	21.1	25.4	30.3	7.1	13.6	4.1	21.8
Eddy		50.2	.0297	13.8	40.6	82,489	.0291	1,643	5,977	14.7	5,603	21.1	5.4	21.7	12.7	33.8	34.8	10.8	15.3	7.6	31.8
Carlsbad		28.0	.0166	8.3		47,793	.0168	1,707	5,758	8.6	5,575	20.4	5.3	20.6	12.0	40.6	38.6	11.3	16.1	7.1	30.0
Artesia		12.6	.0075	3.6		23,521	.0083	1,867	5,534	4.0	5,831	22.0	5.5	23.4	13.1	35.4	30.5	10.3	14.0	8.9	36.9
Grant		20.4	.0121	5.6	8.7	26,766	.0094	1,312	4,886	5.8	4,599	24.8	7.7	24.7	17.5	37.7	41.3	9.4	16.2	3.8	17.3
Silver City		8.7	.0052	2.7		13,992	.0049	1,608	5,182	3.0	4,891	27.4	8.6	24.8	17.6	34.3	37.5	9.4	16.3	4.1	26.0

‡ Included in Philadelphia metropolitan area.
*Not Available.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

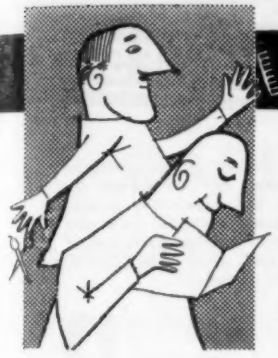


The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW MEX. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000& over % Units	$10,000& over % Inc.
Guadalupe		5.7	.0034	1.3		5,037	.0018	884	3,875	1.4	3,535	46.9	19.2	26.4	24.4	19.2	27.3	4.3	9.6	3.2	19.5
Harding		1.8	.0011	.3		2,109	.0007	1,172	7,030	.5	4,645	46.3	14.4	22.0	16.4	17.6	19.1	6.2	10.5	7.9	40.6
Hidalgo		5.8	.0034	1.4	4.1	7,609	.0027	1,312	5,435	1.7	4,350	31.0	10.3	30.6	22.9	27.3	31.6	6.6	12.1	4.5	23.1
Lea		57.1	.0338	16.7	32.6	104,981	.0370	1,839	6,286	18.5	5,664	16.6	4.3	18.6	10.7	44.6	38.6	13.5	18.8	6.5	26.6
Hobbs		24.0	.0142	7.3		45,502	.0160	1,896	6,233	8.0	5,666	17.5	4.5	18.7	10.7	43.8	38.8	13.4	18.8	6.6	27.2
Lincoln		8.3	.0049	2.1		9,814	.0034	1,182	4,673	2.4	4,171	35.6	12.4	27.5	21.5	26.1	31.4	6.3	12.0	4.2	22.7
Los Alamos		12.9	.0077	3.5	12.9	33,251	.0118	2,578	9,503	4.9	6,852	5.6	1.5	15.3	7.2	46.9	34.4	21.9	25.4	9.0	31.5
Los Alamos		12.9	.0076	3.4		33,197	.0117	2,573	9,764	4.8	6,850	7.0	1.5	15.2	7.2	46.9	34.4	21.9	25.4	9.0	31.5
Luna		10.1	.0060	2.7	6.7	11,726	.0041	1,161	4,343	2.9	4,079	31.4	11.1	26.7	23.0	30.1	37.1	6.9	13.4	2.9	15.4
McKinley		35.4	.0209	7.5	15.5	29,333	.0103	829	3,911	8.2	3,558	44.4	18.0	27.3	25.1	20.2	26.5	5.3	11.7	2.8	16.7
Gallup		11.3	.0067	3.3		14,410	.0051	1,275	4,367	3.3	4,344	31.8	10.6	28.4	21.3	27.4	31.7	8.3	15.2	4.1	21.2
Mora		5.8	.0035	1.5		3,966	.0014	684	2,645	1.5	2,658	65.6	35.7	22.6	27.7	8.2	15.4	1.6	4.8	2.1	16.4
Otero		28.8	.0170	7.4	15.0	40,721	.1044	1,414	5,503	9.8	4,170	33.6	11.7	30.0	23.3	25.9	31.3	5.6	12.6	3.9	21.1
Alamogordo		15.0	.0089	4.4		22,767	.0080	1,518	5,174	4.6	4,952	22.6	6.6	29.5	19.5	33.3	33.8	9.1	14.5	5.5	25.6
Quay		12.2	.0073	3.5	9.5	16,202	.0057	1,328	4,629	3.7	4,322	31.6	10.6	30.9	23.3	26.4	30.7	8.7	12.3	4.4	23.1
Tucumcari		9.5	.0056	2.5		12,698	.0045	1,337	5,079	3.0	4,284	31.4	10.6	30.6	23.3	27.0	31.7	6.9	12.8	4.1	21.6
Rio Arriba		26.0	.0154	5.9		17,600	.0062	677	2,983	5.9	2,980	49.0	23.8	30.9	33.8	15.9	26.9	2.9	7.7	1.3	7.8
Roosevelt		17.3	.0102	4.8	10.2	22,699	.0080	1,312	4,729	5.3	4,249	32.6	11.1	30.5	23.4	25.5	30.2	7.2	13.4	4.2	21.9
Portales		10.2	.0060	3.3		14,865	.0052	1,457	4,505	3.6	4,163	33.7	11.7	30.6	24.0	25.1	30.3	6.6	12.5	4.0	21.5
Sandoval		11.7	.0069	2.4		6,624	.0023	566	2,760	2.6	2,533	61.9	35.3	23.5	30.3	11.9	23.6	2.0	6.3	.7	4.5
San Juan		39.7	.0238	9.3	15.1	32,145	.0113	810	3,456	9.3	3,456	45.9	19.2	28.5	26.9	18.1	28.3	4.8	11.0	2.7	16.6
Farmington		15.1	.0089	4.2		16,061	.0057	1,064	3,824	4.2	3,860	40.7	15.2	27.8	23.5	21.8	28.4	6.2	12.8	3.5	20.1

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NEW MEX. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
San Miguel		22.0	.0130	5.0	11.6	18,330	.0085	833	3,668	5.8	3,161	52.9	24.2	25.6	26.3	14.6	23.2	4.7	11.8	2.2	14.5
Santa Fe		39.5	.0234	10.2	33.6	57,730	.0203	1,462	5,660	12.2	4,750	31.5	9.8	26.9	18.5	26.7	28.3	9.0	15.0	5.9	28.6
Santa Fe		33.6	.0199	8.7		50,769	.0179	1,511	5,836	10.6	4,798	31.1	9.4	26.9	18.2	26.8	28.1	9.2	15.3	6.0	29.0
Sierra		4.9	.0029	1.7	3.2	5,704	.0021	1,164	3,355	1.7	3,383	50.4	21.5	26.4	25.5	16.0	23.7	4.2	9.9	3.0	19.4
Socorro		9.4	.0056	2.3	4.2	8,652	.0031	942	3,849	2.7	3,317	47.0	20.5	30.4	29.8	16.8	25.5	3.3	7.8	2.5	16.3
Taos		14.4	.0085	3.0		9,527	.0033	662	3,176	3.4	2,815	55.9	28.7	27.9	32.3	12.1	21.6	2.6	7.3	1.5	10.1
Torrance		6.0	.0035	1.4		5,330	.0019	888	3,807	1.5	3,648	38.8	15.4	32.0	28.7	21.6	29.7	4.9	10.7	2.7	15.5
Union		5.9	.0035	1.7	2.9	8,086	.0029	1,371	4,758	1.8	4,581	34.9	11.0	26.8	20.5	23.6	25.9	6.5	11.2	6.2	31.4
Valencia		23.5	.0140	5.1	4.7	16,943	.0066	906	3,714	5.5	3,456	43.8	18.3	28.4	26.9	21.0	30.6	4.4	10.1	2.4	14.1
Total Above Cities		431.9	.2557	127.2		726,673	.2560	1,683	5,713	141.6	5,133	25.5	7.2	25.3	16.1	32.5	31.8	10.3	15.9	6.4	29.0
State Total		837.0	.4959	220.1	503.1	1,170,372	.4124	1,398	5,317	251.4	4,656	31.2	9.7	26.1	18.2	28.8	31.1	8.8	14.7	5.3	26.3

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A	Per Capita	Per Family
Albuquerque	3	218.8	.1296	61.4	188.3	372,795	.1314	1,704	6,072

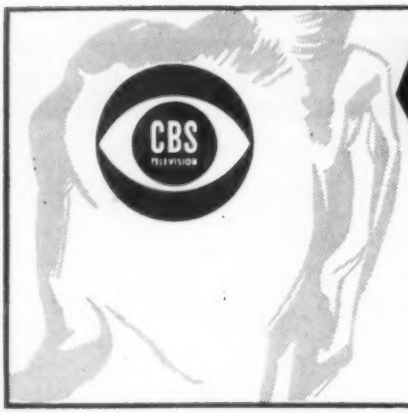
METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Area		218.8	.1296	61.4	188.3	372,795	.1314	1,704	6,072

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Bernalillo	3	290,276	.1508	4,728	.1369	108	116	58,863	20,709	39,722	18,089	18,126	60,122	23,328	17,519	10,217
▲Albuquerque		285,109	.1481		.1195	116	144	57,490	20,115	39,470	18,089	16,809	59,825	22,582	17,222	10,037
Catron		1,835	.0009	3,670	.0009	84	64	709	132	316	...	...	...	258	163	...
Chaves		58,816	.0306	4,028	.0309	99	98	12,620	3,842	7,557	3,274	2,432	12,653	4,612	5,299	1,763
Roswell		55,643	.0289		.0234	113	140	11,578	3,494	7,557	3,150	2,351	12,524	4,002	5,018	1,713
Colfax		13,475	.0070	3,850	.0069	86	88	2,755	1,352	2,145	341	447	2,230	1,604	1,176	443
Curry		29,436	.0153	3,726	.0152	98	99	5,056	1,484	3,589	1,810	1,677	7,431	2,097	3,054	1,037
Clovis		27,471	.0143		.0145	99	98	4,693	1,386	3,429	1,810	1,599	7,431	1,547	2,803	968
De Baca		4,713	.0024	5,891	.0017	106	150	785	589	193	105	372	1,254	440	127	118
Dona Ana		32,935	.0171	2,889	.0207	76	62	7,388	2,490	1,978	2,120	1,668	4,877	3,319	3,464	988
Las Cruces		25,674	.0133		.0097	95	130	5,879	1,823	1,624	2,038	1,606	3,941	2,259	2,517	848
Eddy		61,901	.0322	4,486	.0302	102	108	15,863	3,380	6,659	2,651	3,295	10,349	5,515	5,791	2,934
Carlsbad		39,769	.0207		.0179	106	125	10,421	2,134	4,644	1,827	2,201	6,936	3,616	2,995	1,607
Artesia		18,727	.0097		.0086	115	129	4,587	785	1,462	824	1,021	3,299	956	2,744	1,132
Grant		20,232	.0105	3,679	.0103	85	87	4,828	1,432	3,359	909	1,108	3,888	1,611	811	689
Silver City		14,008	.0073		.0057	110	140	3,790	922	809	779	1,026	3,888	614	655	611
Guadalupe		8,189	.0043	6,299	.0028	82	128	807	1,415	789	37	134	1,093	2,659	364	240
Harding		1,238	.0006	4,127	.0008	73	65	72	110	576	62	...	110	131	114	63
Hidalgo		5,454	.0028	3,896	.0028	82	82	449	688	811	356	99	1,113	860	417	187
Lea		77,204	.0401	4,623	.0373	110	119	16,538	6,497	5,381	3,614	2,362	17,953	5,992	7,023	5,387
Hobbs		49,009	.0255		.0185	130	180	10,022	2,573	3,717	2,993	1,253	15,551	2,306	2,797	4,467
Lincoln		9,692	.0051	4,615	.0042	86	104	1,479	1,224	957	182	...	889	1,580	2,066	353
Los Alamos		12,210	.0063	3,489	.0094	122	82	6,318	166	854	700	244	418	1,338	463	652
Los Alamos		11,936	.0062		.0092	121	82	6,177	162	833	684	238	410	1,308	452	638
Luna		13,610	.0071	5,041	.0054	90	118	3,119	858	649	510	365	2,079	1,968	1,140	1,134

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



THE APPLE IN EVERYONE'S EYE!

KGGM-TV, Channel 13, is located in the fastest growing city in America! Surrounded by booming uranium, oil and atomic industries, KGGM-TV now operates with the maximum power allowed by FCC of 89.1-KW, ERP (directional antenna) from the highest antenna site in the nation. KGGM-TV carries 52 hours of CBS network shows each week in black and white and COLOR! Contact Weed Television or drop us a line, today!

KGGM-TV Channel 13

HIGHEST ANTENNA SITE IN THE NATION (10,800 FT.) ALBUQUERQUE, N.M.

NEW MEX.

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
McKinley		29,188	.0152	3,892	.0138	66	73	5,068	2,887	4,788	1,823	789	6,733	2,968	1,279	617
Gallup		25,261	.0131		.0078	116	196	4,687	2,707	2,389	1,599	755	6,608	2,651	1,279	617
Mora		1,952	.0008	1,101	.0017	49	23	298	68	345	...	...	195	217	328	83
Otero		27,257	.0142	3,683	.0148	87	84	6,657	2,469	1,742	1,329	925	5,298	2,391	3,789	1,273
Alamogordo		20,473	.0106		.0090	101	119	5,409	1,404	874	1,259	518	4,772	1,447	2,892	1,006
Quay		15,529	.0080	4,434	.0088	93	110	2,830	1,855	1,047	451	294	2,688	3,119	1,153	534
Tucumcari		12,591	.0065		.0053	95	116	2,552	1,515	957	424	294	2,633	1,660	965	510
Rio Arriba		15,728	.0082	2,669	.0086	56	53	3,988	593	2,145	425	330	3,818	1,348	1,724	531
Roosevelt		13,454	.0070	2,903	.0061	70	69	2,835	525	1,068	506	712	2,565	1,798	1,749	568
Portales		12,105	.0063		.0057	95	105	2,473	491	858	506	712	2,565	1,502	1,432	568
Sandoval		2,542	.0013	1,059	.0030	43	19	464	350	959	...	...	...	502	...	124
San Juan		48,619	.0242	5,013	.0178	75	103	7,844	3,281	6,155	1,194	1,392	10,349	5,669	4,621	1,105
Farmington		33,276	.0173		.0093	110	194	5,549	2,178	3,189	1,102	1,242	9,392	2,817	3,130	949
San Miguel		13,124	.0069	2,628	.0079	61	53	3,256	1,134	2,212	196	282	2,426	1,251	536	632
Santa Fe		51,401	.0267	5,039	.0228	97	114	11,978	4,558	6,195	3,224	2,103	11,000	3,466	2,959	2,135
Santa Fe		48,429	.0252		.0205	103	127	11,466	4,119	5,823	3,224	2,103	10,250	2,882	2,775	2,073
Sierra		8,815	.0034	3,881	.0027	93	117	1,904	800	359	217	77	1,097	871	292	338
Socorro		8,765	.0045	3,811	.0040	71	88	1,815	1,110	404	386	392	1,926	1,517	402	301
Taos		11,167	.0058	3,722	.0051	80	68	2,568	806	1,272	241	196	2,561	1,086	696	329
Torrance		7,164	.0038	5,117	.0028	88	109	513	1,112	1,281	...	60	930	2,177	353	261
Union		9,100	.0042	4,766	.0034	97	120	1,531	642	638	295	353	1,709	794	641	389
Valencia		23,238	.0120	4,556	.0097	99	86	5,128	1,590	3,084	563	982	4,428	3,390	1,309	812
Total Above Cities		679,491	.3530		.2851	111	138	146,773	45,807	77,635	40,306	33,728	150,025	82,149	49,676	27,744
State Total		922,748	.4793	4,192	.4492	91	97	196,422	70,549	109,188	45,393	41,136	184,152	89,884	70,952	38,886

METRO. AREA		RETAIL SALES — SM ESTIMATES, 1956														
Albuquerque	3	290,276	.1508	4,728	.1369	106	116	58,863	20,708	39,722	18,089	18,126	60,122	23,328	17,519	10,212
Total Above Area		290,276	.1508	4,728	.1369	106	116	58,863	20,708	39,722	18,089	18,126	60,122	23,328	17,519	10,212

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Before using these figures, read foreword, page 11.

You'll Find It Sooner with the

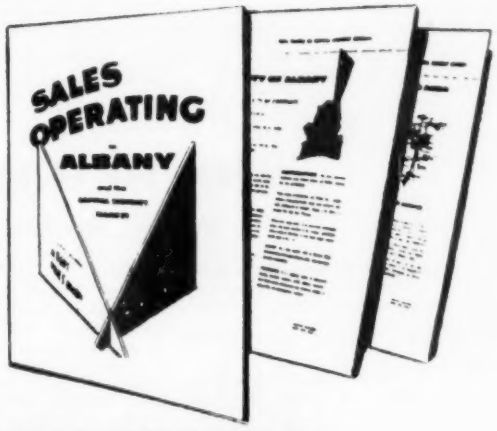
EDGE-INDEX

See insert between pages 224 and 225 for master index and instructions on how to use it.

A **NEW** SALES OPERATING TOOL
for **ALBANY** *and the*
CAPITAL DISTRICT MARKET

An indispensable market aid to the continuing movement of goods in the Country's 38th market. Prepared and presented by the TIMES-UNION... ALBANY'S Leading Newspaper

- It is an operating mechanism to give sales executives closer working control over all parts of the market.
- It is a sales visualization to aid in planning and selling work.
- It is designed for specific product space use—for any type goods or service.
- It will augment this issue of Sales Management with detailed sales division breakdowns and other valuable information.



ALBANY TIMES-UNION

Represented Nationally by **HEARST ADVERTISING SERVICE INC.**

Offices in Principal Cities

NEW YORK — (Other Middle Atlantic States: New Jersey, Pennsylvania.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Map, pages 528, 545

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Albany	Albany	140.8	1,989	487	433	142	185	109	66	93	69	62
Amityville	Suffolk	7.7	194	31	28	21	20	8	18	13	16	4
Amsterdam	Montgomery	32.2	541	127	123	24	63	37	20	31	32	13
Auburn	Cayuga	37.5	599	127	104	60	64	38	24	52	30	7
Babylon	Suffolk	8.8	210	40	33	15	23	14	16	9	9	7
Batavia	Genesee	18.3	282	48	57	20	31	23	25	23	17	5
Bath	Steuben	6.0	127	17	20	9	14	5	13	13	9	3
Beacon	Dutchess	15.1	202	50	35	19	17	15	17	8	9	7
Binghamton	Broome	82.2	1,137	232	254	100	80	63	51	121	38	25
Bronxville	Westchester	7.3	148	25	20	14	23	4	1	18	0	7
Buffalo	Erie	602.5	7,049	1,946	1850	406	568	408	196	496	226	219
Canandaigua	Ontario	8.3	191	29	35	13	17	14	17	13	15	4
Catskill	Greene	5.2	151	18	40	17	13	12	12	10	6	4
Cohoes	Albany	21.3	257	78	45	13	19	18	10	26	13	6

(Continued on page 522)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family
Albany	2	289.5	.1537	82.3	212.6	461,615	.1827	1,779	5,609
▲Albany		140.8	.0634	44.7		264,622	.0932	1,879	5,920
Cohoes		21.3	.0126	6.3		33,456	.0118	1,571	5,310
Watervliet		15.0	.0089	4.5		24,413	.0086	1,628	5,425
Menands		3.0	.0018	.8		5,862	.0021	1,954	7,328

Income Breakdown of Consumer Spending Units

COUNTIES CITIES	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Albany	86.7	5,324	22.1	6.0	24.9	15.4	35.0	33.2	11.6	17.3	6.4	28.1
▲Albany	51.3	5,160	23.9	6.7	26.6	16.8	32.6	32.0	10.7	16.6	6.2	27.9
Cohoes	6.3	5,275	19.5	5.4	24.6	15.3	38.6	37.0	11.6	17.5	5.7	24.8
Watervliet	4.6	5,329	17.8	4.9	22.9	14.1	41.1	39.0	12.9	19.2	5.3	22.8
Menands	•	•	•	•	•	•	•	•	•	•	•	•

*Not Available. SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

More Money

here

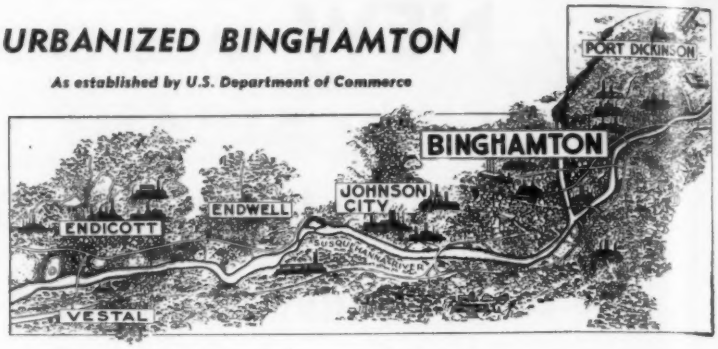
and

More Sales

too!

URBANIZED BINGHAMTON

As established by U.S. Department of Commerce



More wage earners per family is the reason Binghamton leads all eleven of New York's Metropolitan Cities of 50,000 or more population in *Buying Income per Family . . .*

And more money to spend naturally explains Binghamton's highest retail sales per family among them all.

Sales Management's tables show this high income per family on page 523 ($6,300 average). But by calculation of Retail Sales/Number of Families, and of Department and Apparel Store sales, you'll find Binghamton 2nd highest among the State's big cities . . . far higher per family in Binghamton than in great New York City (50%), or in Buffalo, or Syracuse.

Every evening and Sundays the Binghamton Press reaches more than 9 out of 10 homes throughout the 144,011 population "Urbanized Area". And beyond that is a 60% coverage daily and 65% Sunday in an outside area of 104,397 additional. No other advertising medium can carry your message into anything like this penetration of this well over half million market.

THE BINGHAMTON PRESS

Evening **Member: The Gannett Group of Newspapers** Sunday

Represented by J. P. McKinney & Son, Inc. **New York • Syracuse • Chicago • San Francisco**

NEW YORK

(Cont. from page 521)

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Corning	Steuben	19.1	226	39	52	13	29	16	16	18	4	6
Cortland	Cortland	19.9	320	58	69	25	35	15	19	25	15	4
Dunkirk	Chautauqua	18.8	274	56	69	11	26	14	18	14	16	5
East Aurora	Erie	6.8	135	20	22	11	11	11	11	14	9	5
East Rochester	Monroe	7.2	*	*	*	*	*	*	*	*	*	*
Elmira	Chemung	52.2	767	138	158	50	98	50	41	67	27	20
Endicott	Broome	22.4	354	74	85	23	45	13	18	26	17	8
Fulton	Oswego	14.7	257	53	52	23	20	15	11	28	15	4
Geneva	Ontario	18.6	296	55	61	19	35	21	14	17	13	9
Glen Cove	Nassau	21.8	253	43	40	23	34	17	16	20	9	8
Glens Falls	Warren	20.4	380	72	68	25	46	30	21	23	12	14
Gloversville	Fulton	24.1	394	85	67	24	50	27	19	40	16	9
Gouverneur	St. Lawrence	5.3	99	19	15	8	6	5	6	14	10	2
Hamburg	Erie	9.6	209	35	46	14	22	13	15	26	12	5
Haverstraw	Rockland	6.4	140	31	28	19	9	4	6	10	6	5
Hempstead Township	Nassau	684.0	*	*	*	*	*	*	*	*	*	*
Herkimer	Herkimer	9.3	184	48	24	8	16	16	10	20	12	5
Hornell	Steuben	15.0	231	47	38	12	26	15	20	16	14	3
Hudson	Columbia	12.1	272	55	52	17	33	21	22	21	8	7
Ithaca	Tompkins	35.1	409	64	74	19	43	26	22	44	16	11
Jamestown	Chautauqua	44.6	642	155	115	42	79	29	35	54	27	14
Johnson City	Broome	20.9	242	69	60	13	16	10	11	23	10	4
Johnstown	Fulton	11.4	169	32	28	8	14	9	12	22	5	3
Kenmore	Erie	21.3	300	60	42	33	26	16	11	47	12	11
Kings Park	Suffolk	14.0	*	*	*	*	*	*	*	*	*	*
Kingston	Ulster	29.8	551	129	117	41	68	35	19	37	22	16
Lackawanna	Erie	30.8	328	91	116	9	15	12	6	26	10	9
Lancaster	Erie	9.7	126	27	24	8	6	6	13	15	9	3
Larchmont	Westchester	6.6	176	27	27	12	16	14	4	15	5	5
Liberty	Sullivan	5.2	149	26	24	16	17	3	10	15	6	6
Lindenhurst	Suffolk	15.2	197	32	49	21	17	9	4	20	20	4
Little Falls	Herkimer	9.3	193	33	42	17	17	11	12	15	5	4
Lockport	Niagara	26.4	398	83	85	22	42	34	17	37	17	10
Long Beach	Nassau	23.9	291	74	64	26	37	12	8	13	10	11
Malone	Franklin	10.0	204	54	33	12	20	11	12	13	12	5
Mamaroneck	Westchester	16.9	221	38	47	7	17	16	8	28	10	8
Massena	St. Lawrence	19.0	238	58	41	13	22	15	17	21	12	3
Mechanicville	Saratoga	7.5	169	31	39	7	16	6	8	18	8	4
Medina	Orleans	6.4	136	24	16	14	12	8	9	22	8	4
Menands	Albany	3.0										
Middletown	Orange	23.2	375	62	90	22	44	25	15	34	20	12
Monticello	Sullivan	4.7	182	32	33	19	16	12	11	12	15	6
Mount Kisco	Westchester	6.5	142	20	18	12	13	12	14	10	7	3
Mount Vernon	Westchester	75.8	961	225	143	90	106	67	31	73	37	37
New Rochelle	Westchester	72.2	767	138	123	73	111	52	30	44	31	25
New York City	Five Counties	8094.3	93138	27581	16,-683	9384	10,-730	5110	1281	2532	2480	3387
Newark	Wayne	11.4	195	23	29	40	15	13	24	12	7	3
Newburgh	Orange	32.4	780	166	150	56	120	42	40	54	25	18
Niagara Falls	Niagara	103.2	1,217	245	348	58	112	66	35	111	39	32
North Hempstead Township	Nassau	201.8	*	*	*	*	*	*	*	*	*	*
North Tonawanda	Niagara	28.8	282	68	70	11	15	17	12	32	18	8
Norwich	Chenango	9.6	204	33	37	17	21	12	14	20	12	5
Nyack	Rockland	6.3	171	15	25	15	34	15	11	11	9	5
Ogdensburg	St. Lawrence	17.7	235	50	35	16	27	15	14	33	13	4
Olean	Cattaraugus	24.5	389	70	59	32	44	26	24	29	14	10
Oneida	Madison	12.3	178	25	29	15	18	14	11	21	12	6
Oneonta	Otsego	14.6	292	37	52	28	30	15	16	24	21	5
Ossining	Westchester	17.0	213	35	41	16	23	7	12	22	12	9
Oswego	Oswego	23.1	337	81	81	21	32	15	13	28	7	7
Oyster Bay Township	Nassau	231.6	*	*	*	*	*	*	*	*	*	*
Patchogue	Suffolk	9.6	271	42	39	25	38	18	16	25	12	9
Peekskill	Westchester	18.5	343	64	79	29	40	19	12	28	19	9
Penn Yan	Yates	5.6	148	23	23	5	10	5	13	15	15	3
Plattsburg	Clinton	21.3	309	61	56	28	28	16	22	23	13	5

*Not Available.

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Before using these figures, read foreword, page 11.



a stronger signal emanating from one of the nation's tallest local station towers (430 ft. half-wave antenna)...one more reason why

WENY is radio in Elmira, N. Y.

Representatives: Everett McKinney, Inc., New York, Chicago—Lee F. O'Connell, West Coast...Member GANNETT Radio Group

NEW YORK City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Port Chester	Westchester	25.6	449	88	84	57	51	22	13	37	14	13
Port Jervis	Orange	9.2	228	49	47	14	21	10	13	20	13	6
Potsdam	St. Lawrence	8.2	120	21	26	6	14	4	8	15	3	2
Poughkeepsie	Dutchess	41.4	822	152	155	82	96	36	32	65	42	25
Rensselaer	Rensselaer	11.3	139	43	29	6	3	6	4	13	8	7
Rochester	Monroe	347.8	4,123	990	801	293	392	221	138	369	190	125
Rome	Oneida	47.9	492	101	98	25	48	29	29	49	23	11
Rye	Westchester	13.2	149	19	29	10	15	8	11	15	6	7
Salamanca	Cattaraugus	8.9	120	28	28	4	8	12	8	12	4	4
Saranac Lake	Franklin	7.0	143	21	31	9	23	6	8	8	4	4
Saratoga Springs	Saratoga	16.3	311	54	92	14	26	20	13	23	9	7
Scarsdale	Westchester	16.1	149	29	21	14	12	6	3	17	8	8
Schenectady	Schenectady	96.9	1,484	351	285	104	135	72	58	108	71	45
Scotia	Schenectady	8.6	109	23	17	11	5	1	9	16	6	6
Southampton	Suffolk	4.8	136	19	22	7	18	6	10	14	6	3
Spring Valley	Rockland	5.2	154	44	24	18	12	7	8	8	6	5
Suffern	Rockland	4.4	108	21	11	10	17	7	4	3	9	4
Syracuse	Onondaga	232.7	2,634	575	548	284	228	119	114	232	75	71
Tarrytown	Westchester	10.4	135	21	33	7	16	10	7	7	6	6
Tonawanda	Erie	16.9	320	66	91	24	23	12	10	45	8	9
Troy	Rensselaer	76.1	1,078	306	191	80	116	58	35	73	25	30
Tuckahoe	Westchester	7.2	130	32	27	40	145	88	29	71	44	20
Utica	Oneida	105.3	1,424	336	253	137	188	87	44	94	42	41
Watertown	Jefferson	35.7	507	78	79	48	66	29	30	47	23	10
Watervliet	Albany	15.0	210	63	52	11	5	5	8	28	7	1
Wellsville	Allegany	6.8	154	28	23	5	15	13	13	10	15	6
White Plains	Westchester	53.7	949	145	144	74	145	88	29	71	44	20
Williamsville	Erie	5.2	125	15	30	7	10	6	7	20	12	4
Yonkers	Westchester	164.2	1,741	462	298	131	186	104	47	118	50	73

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956

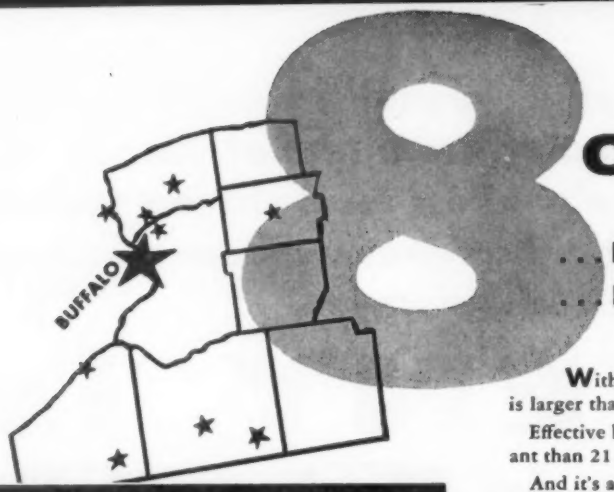
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Income Breakdown of Consumer Spending Units																					
Allegany		45.8	.0271	13.5	6.8	61,441	.0216	1,342	4,551	15.7	3,902	36.4	13.6	26.2	23.6	26.7	34.6	5.7	11.7	3.0	16.5
Wellsville		6.8	.0040	2.2		12,653	.0045	1,861	5,751	2.3	5,442	23.7	6.3	23.1	13.9	35.4	33.9	10.5	15.4	7.3	31.5
1 Bronx	99A	1479.6	.8765	454.6	1479.6	2,710,599	.9552	1,832	5,963	475.1	5,706	18.8	4.8	22.5	12.8	38.1	33.8	13.4	18.8	7.2	29.8
Broome	16	201.8	.1196	60.4	156.6	340,397	.1199	1,687	5,636	63.9	5,327	19.6	5.3	23.7	14.8	39.1	37.1	11.7	17.5	5.9	25.5
▲Binghamton		82.2	.0487	23.1		145,526	.0513	1,770	6,300	27.5	5,301	21.9	6.0	24.2	15.0	36.3	34.6	11.3	16.9	6.3	27.5
Endicott		22.4	.0133	6.8		41,077	.0145	1,834	6,041	7.3	5,503	16.3	4.2	25.0	14.7	39.7	35.9	12.3	17.5	6.7	27.7
Johnson City		20.9	.0124	6.3		36,033	.0127	1,724	5,720	7.1	5,105	18.5	5.3	23.2	14.9	41.8	41.3	12.0	18.7	4.5	19.8
Cattaraugus		81.7	.0484	24.4	35.9	114,824	.0405	1,405	4,706	26.4	4,358	30.1	10.0	27.6	20.8	30.8	35.7	7.7	14.1	3.8	19.4
Olean		24.5	.0145	7.4		37,932	.0134	1,548	5,126	7.9	4,818	26.6	8.0	23.7	16.2	35.2	36.9	9.6	15.8	4.9	23.1
Salamanca		8.9	.0053	2.7		13,076	.0046	1,469	4,843	2.9	4,545	25.8	8.2	26.6	19.2	34.9	38.8	9.1	16.0	3.6	17.8
Cayuga	175	72.8	.0431	21.5	37.5	102,236	.0360	1,404	4,755	22.8	4,491	27.6	8.9	27.0	19.7	33.4	37.6	8.1	14.3	3.9	19.5
△Auburn		37.5	.0222	10.7		56,275	.0198	1,501	5,259	11.6	4,847	22.5	6.7	26.0	17.8	37.7	39.2	9.2	15.1	4.6	21.2
Chautauqua	213	146.8	.0870	47.6	88.0	218,295	.0769	1,487	4,586	47.6	4,583	24.9	7.9	27.0	19.5	35.8	39.4	8.4	14.5	3.9	18.7
△Jamestown		44.6	.0264	14.9		81,936	.0289	1,837	5,499	16.3	5,037	21.4	6.2	24.2	15.7	39.4	39.6	9.9	15.6	5.1	22.9
Dunkirk-Fredonia		*96.6*	*.0168*	*8.0*		*40,661*	*.0145*	*1,589*	*5,083*												
Dunkirk		18.8	.0111	5.7		27,682	.0098	1,472	4,856	6.0	4,602	20.9	6.6	29.0	20.7	38.6	42.3	8.1	14.0	3.4	16.4
Chemung	206	96.4	.0571	29.7	69.5	150,497	.0530	1,561	5,067	31.4	4,786	24.9	7.6	25.8	17.7	34.9	36.9	9.8	16.2	4.6	21.6
△Elmira		52.2	.0309	15.9		83,728	.0295	1,604	5,266	17.8	4,714	26.0	8.0	26.0	18.1	34.0	36.5	9.5	16.1	4.5	21.3
Chenango		41.2	.0244	12.4	9.6	58,391	.0206	1,417	4,709	13.3	4,396	30.3	10.0	30.1	22.5	28.4	32.6	6.8	12.4	4.4	22.5
Norwich		9.6	.0057	3.3		15,526	.0055	1,617	4,705	3.3	4,661	25.4	7.9	28.8	20.3	33.2	36.0	8.0	13.7	4.6	22.1
Clinton		56.7	.0336	14.4	24.7	70,068	.0247	1,236	4,866	17.3	4,061	34.7	12.4	27.2	22.1	28.3	35.1	6.5	12.8	3.3	17.6
Plattsburg		21.3	.0126	5.5		33,158	.0117	1,557	6,029	8.3	3,998	38.1	13.9	25.0	20.4	26.9	34.1	6.7	13.3	3.3	18.3
Columbia		45.2	.0267	14.0	12.1	63,230	.0223	1,399	4,516	14.7	4,303	29.5	10.0	30.5	23.1	29.1	34.2	7.2	13.4	3.7	19.3
Hudson		12.1	.0072	3.7		18,593	.0066	1,537	5,025	4.1	4,564	26.3	8.3	29.5	21.3	31.4	34.8	8.7	15.3	4.3	20.4
Cortland		39.3	.0233	11.8	23.4	56,141	.0198	1,429	4,758	13.3	4,223	31.7	10.9	30.2	23.5	27.5	32.9	6.8	12.6	3.8	19.9
Cortland		19.9	.0118	6.5		31,879	.0112	1,602	4,904	7.5	4,258	31.6	10.8	28.9	22.3	28.9	34.3	6.7	12.4	3.9	20.2

1 The City of New York includes Bronx, Kings, Queens, New York, and Richmond Counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.



8 COUNTIES

. . . More Important than Many Whole States

. . . Easier to Sell than Any State!

ONE OF MANY REASONS WHY YOU NEED THE COURIER-EXPRESS

In 9 Western New York cities beyond ABC Buffalo — important, self-sufficient centers with major retail outlets — the *Morning* Courier-Express has 43.3% more circulation among the 87,705 families than any other Buffalo paper. The lead of the *Sunday* Courier-Express is 136.4%.

With a population of 1,652,400, the 8-county Buffalo market is larger than 17 whole states.

Effective buying income of $2,674,340,000, makes it more important than 21 states. Retail sales of nearly 2 billion rank it ahead of 20.

And it's a compact market that's easy to sell!

FOR ECONOMY—for more advertising for your dollar concentrated on those with more dollars to spend — use the *Morning* Courier-Express. It reaches the best 45% of the families in ABC Buffalo — nearly 1/3 of all families throughout the 8 counties.

FOR SATURATION use the *Sunday* Courier-Express — the State's largest newspaper outside of Manhattan. It's your most potent sales force in blanketing Western New York's 477,224 families.

R O P COLOR available both daily and Sunday.

Member: Metro Sunday Comics and Sunday Magazine Networks

BUFFALO COURIER-EXPRESS

Representatives: SCOLARO, MEEKER & SCOTT

Pacific Coast: DOYLE & HAWLEY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
Delaware		46.3	.0278	13.9	9.3	80,624	.0213	1,309	4,361	15.2	4,000	33.1	12.0	30.4	24.9	27.6	34.9	5.8	11.6	3.1	16.6
Dutchess	248	144.3	.0864	38.2	88.7	224,494	.0791	1,556	5,877	44.6	5,029	25.6	7.4	24.1	15.7	33.9	34.1	10.7	18.9	5.7	25.9
△Poughkeepsie		41.4	.0245	13.8		78,268	.0276	1,890	6,115	14.7	5,315	21.7	5.9	23.7	14.6	36.4	34.6	12.1	18.1	6.1	26.8
△Beacon		15.1	.0089	3.9		24,650	.0087	1,632	6,321	4.5	5,486	18.7	5.0	21.4	12.8	40.3	37.1	13.5	19.6	6.1	25.5
See Newburgh-Beacon																					
Erie	21	1048.8	.6200	308.3	867.6	1,787,505	.6229	1,669	5,733	329.1	5,370	20.0	5.4	22.3	13.7	39.9	37.5	11.7	17.3	6.1	26.1
▲Buffalo		602.5	.3569	175.6		1,033,637	.3642	1,715	5,886	199.8	5,174	21.6	6.1	23.4	14.9	38.7	37.7	10.7	16.4	5.6	24.9
Kenmore		21.3	.0126	6.6		44,592	.0157	2,094	6,756	6.8	6,584	11.3	2.5	15.3	7.6	45.2	34.7	19.5	23.6	8.7	31.6
Lackawanna		30.8	.0182	7.5		45,855	.0162	1,489	6,114	8.7	5,246	17.5	4.9	22.4	14.0	42.5	41.2	12.4	18.9	4.9	21.0
See North Tonawanda-Tonawanda																					
Tonawanda		16.9	.0100	5.1		28,474	.0100	1,685	5,583	5.3	5,361	16.0	4.3	21.1	13.0	44.6	42.0	13.4	19.9	4.9	20.8
Hamburg		9.6	.0057	2.8		18,393	.0065	1,916	6,569	2.8	6,481	16.1	3.6	16.8	8.6	39.8	31.0	17.9	22.0	9.4	34.8
East Aurora		6.8	.0040	2.1		12,189	.0043	1,793	5,804	2.2	5,643	20.5	5.3	20.9	12.1	36.7	32.9	15.0	21.1	6.9	28.6
Lancaster		9.7	.0057	2.9		14,777	.0052	1,523	5,096	3.0	4,908	17.5	5.2	25.1	16.8	43.0	44.3	10.7	17.3	3.7	16.4
Williamsville		5.2	.0031	1.6		10,307	.0036	1,982	6,442	1.6	6,463	18.2	4.1	14.6	7.4	33.1	29.8	19.9	24.5	9.2	34.2
Essex		35.8	.0212	10.4	8.6	42,138	.0148	1,177	4,052	10.7	3,954	31.7	11.6	32.4	27.0	27.8	35.5	5.3	10.6	2.8	15.3
2 Saranac Lake																					
Franklin		45.5	.0270	12.6	20.8	58,315	.0206	1,282	4,628	14.5	4,036	35.2	12.7	31.3	25.4	24.1	30.2	5.7	11.3	3.7	20.4
Malone		10.0	.0059	2.9		14,049	.0050	1,405	4,844	3.7	3,816	35.2	14.5	28.9	25.0	24.1	31.9	5.9	12.2	2.9	16.4
2 Saranac Lake		7.0	.0041	2.4		11,513	.0041	1,645	4,797	2.5	4,609	30.7	9.7	29.8	21.1	26.5	29.4	7.3	13.7	5.4	27.1
Fulton		53.0	.0314	17.6	35.7	79,286	.0279	1,496	4,504	17.9	4,419	27.6	9.1	28.9	21.5	32.2	36.8	7.5	13.5	3.8	19.1
Gloversville-Johnstown		*55.5*	*.0911*	*11.7*		*55,819*	*.0196*	*1,678*	*4,771*												
Gloversville		24.1	.0143	8.1		37,823	.0133	1,569	4,670	8.5	4,439	28.2	9.2	28.7	21.1	31.7	36.1	7.4	13.4	4.0	20.2
Johnstown		11.4	.0068	3.6		17,996	.0063	1,579	4,999	3.9	4,580	25.6	8.1	23.3	20.3	33.5	37.0	8.6	14.9	4.9	19.7
Genesee		50.1	.0297	14.6	24.0	73,479	.0259	1,467	5,033	15.2	4,848	22.4	6.7	26.9	18.3	37.1	38.6	9.0	14.7	4.8	21.7
Batavia		18.3	.0108	5.3		30,565	.0108	1,670	5,767	5.9	5,157	21.3	6.0	25.7	16.4	37.7	36.9	9.4	14.5	5.9	26.2
Greene		29.2	.0173	8.9	8.3	33,867	.0119	1,160	3,808	9.4	3,611	36.8	14.8	30.6	27.9	25.5	35.6	5.2	11.5	1.9	10.2
Catskill		5.2	.0031	1.6		7,445	.0026	1,432	4,653	1.9	3,896	33.0	12.3	29.3	24.7	28.0	36.3	7.4	15.1	2.3	11.6
Hamilton		4.1	.0024	1.3		5,014	.0018	1,223	3,857	1.3	3,827	32.3	12.3	35.8	30.8	24.4	32.1	4.8	10.0	2.7	14.8
Herkimer	155	62.6	.0371	19.4	39.7	90,171	.0317	1,440	4,648	19.6	4,594	29.8	8.5	29.7	20.4	32.3	35.6	7.7	13.4	4.5	22.1
Herkimer-Ilion		*18.8*	*.0111*	*4.7*		*30,971*	*.0109*	*1,647*	*5,454*												
Herkimer		9.3	.0055	2.6		16,188	.0057	1,741	6,226	3.3	4,905	22.0	6.5	26.3	17.6	35.6	37.7	10.5	17.0	4.6	21.2
Little Falls		9.3	.0055	2.9		13,960	.0049	1,501	4,814	3.0	4,621	23.4	7.3	31.4	22.3	33.1	36.3	7.9	13.6	4.2	20.6

2 Saranac Lake is in both Essex and Franklin Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

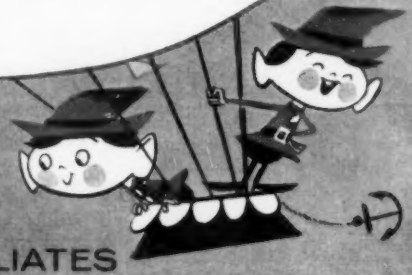
Before using these figures, read foreword, page 11.

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Buffalo Sales
HIGH ABOVE AVERAGE

Retail Sales	$858,000,000
Food Sales	$182,500,000
General Mdse. Sales	$158,000,000
Automotive Sales	$126,500,000
Index of Sales Production	125

(SOURCE: SM's "Survey of Buying Power" May 1957)



Ride high sales-wise in the nation's "RICH" 14th largest market area. Place your sales message on . . .

WGR-TV CHANNEL **2**

WGR RADIO

Complete coverage of Western New York PLUS a bonus of 614,000 TV families in nearby Canada.

ABC BASIC AFFILIATES

Representatives: **PETERS, GRIFFIN, WOODWARD, INC.**

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Jefferson	258	87.0	.0515	26.6	40.1	123,116	.0434	1,415	4,628	28.5	4,318	31.0	10.4	28.1	21.3	29.9	35.0	7.1	13.1	3.9	20.2
△Watertown		35.7	.0211	11.0		61,194	.0216	1,714	5,563	13.0	4,717	28.2	8.7	26.3	18.4	31.7	33.9	8.8	14.8	5.0	24.2
1 Kings	99A	2765.7	1.6384	847.3	2765.7	4,961,341	1.7483	1,794	5,855	998.7	5,539	20.4	5.3	23.9	14.2	36.5	33.3	12.2	17.5	7.0	29.7
Lewis		22.4	.0133	6.4	3.8	25,876	.0091	1,155	4,043	8.7	3,869	34.5	12.9	31.1	26.5	25.9	33.8	5.7	11.7	2.8	15.1
Livingston		40.2	.0238	10.9	11.8	50,432	.0177	1,255	4,627	11.8	4,288	31.0	10.5	28.4	21.8	29.0	34.1	8.0	14.9	3.6	18.7

1 The City of New York includes Bronx, Kings, Queens, New York, and Richmond Counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

Herkimer City Zone.... 26,000 People
Sales: $38,000,000 in 1956

85% HOME Coverage of this fine market . . . DAILY!

70% of Herkimer County's urban population, with family income of $6,786, live in the Herkimer City Zone. They account for 58% of the county's $66,000,000 retail sales.
In Herkimer, the county seat hub, sales hit $20,000,000 . . . index 196 . . . nearly double the U.S. level! Food sales exceed $6,000,000 . . . index 250!
Why accept expensive fringe coverage . . . diluted sales power when 7,000 NET PAID CIRCULATION can be yours at low cost and . . .

You Can Reach The HEART of This Market BEST With:

THE EVENING TELEGRAM
HERKIMER, N. Y.

Represented by The Julius Mathews Special Agency, Inc.



More Listeners Than All Other Rochester Stations *Combined!*

WHAM —ROCHESTER, N. Y.

50,000 WATTS

REPRESENTED NATIONALLY BY

THE HENRY I. CHRISTAL CO., INC.

One of the Nation's Great Radio Stations

NEW YORK COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
										Income Breakdown of Consumer Spending Units											
Madison		51.4	.0305	14.7	21.7	75,133	.0265	1,462	5,111	17.2	4,376	32.6	10.8	25.7	20.0	29.0	33.5	7.4	13.5	4.3	22.2
Oneida		12.3	.0073	3.9		19,567	.0069	1,591	5,017	4.0	4,872	23.8	7.1	25.5	17.1	36.7	38.1	9.1	14.9	4.9	22.8
Monroe	119	545.9	.3233	169.1	469.8	1,021,119	.3598	1,871	6,039	181.3	5,633	20.1	5.2	22.2	12.9	37.8	33.9	12.7	18.0	7.2	30.0
▲Rochester		347.8	.2060	107.0		645,796	.2276	1,857	6,035	121.3	5,325	21.5	5.9	23.5	14.5	37.0	35.1	11.8	17.7	6.2	28.8
East Rochester		7.2	.0043	1.9		12,708	.0045	1,765	6,688	2.1	5,958	13.1	3.2	18.9	10.4	46.0	39.0	15.1	20.2	6.9	27.2
Montgomery		61.0	.0362	19.1	39.4	105,522	.0372	1,730	5,525	19.7	5,361	21.0	5.7	24.3	14.9	36.3	34.2	12.1	17.9	6.3	27.3
Amsterdam		32.2	.0191	9.5		60,323	.0213	1,873	6,350	10.8	5,590	19.7	5.1	23.6	13.8	36.7	33.2	13.0	18.5	7.0	29.4
Nassau	99A	1183.1	.6890	344.4	1163.1	2,928,340	1.0319	2,518	8,503	357.2	8,197	13.8	2.4	15.2	8.1	36.8	22.7	17.6	17.1	16.6	51.7
Hempstead Township		684.0	.4052	211.8		1,827,268	.6439	2,671	8,627	215.5	8,480	14.0	2.4	14.7	8.7	35.9	21.4	17.6	16.5	17.8	54.0
North Hempstead Township		201.8	.1195	62.4		539,670	.1901	2,674	8,649	62.6	8,625	12.2	2.1	14.8	8.6	35.9	21.0	19.1	17.7	18.0	53.6
Oyster Bay Township		231.6	.1372	56.4		459,553	.1619	1,984	8,148	64.9	7,081	13.7	3.8	16.1	7.5	41.5	29.5	16.6	18.7	12.1	41.5
Long Beach		23.9	.0142	7.6		58,841	.0207	2,462	7,742	7.7	7,672	17.7	3.4	16.5	7.0	33.6	22.1	17.1	17.8	15.1	49.7
Glen Cove		21.8	.0129	6.2		43,008	.0153	1,973	6,937	6.6	6,488	18.7	4.2	21.1	10.6	35.9	28.0	13.6	16.7	10.7	40.5

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

Amsterdam's SALES Power *G-R-O-W-S!*

Family Income $6,350—$614 Above Average

Growing diversification of industry keeps Amsterdam's and Montgomery County's family buying power moving upward. 57% of Amsterdam's consumer spending units are above the $4,000 income level, 80% above $2,500, while the county figures are 55% and 79%. Total buying power is $105,522,000.

The market's families are able to buy your product, whether it's sold in supermarket or showroom. But you can't sell them with circulation that skirts the edge of the market. You need the Recorder's 90% coverage of the city, 70% coverage of Montgomery County.

Covered SOLIDLY by the RECORDER

POPULATION	**61,000**
FAMILIES	**19,100**
INCOME	**$105,522,000**
RETAIL SALES	**$65,132,000**

AMSTERDAM EVENING RECORDER

AMSTERDAM, N.Y.



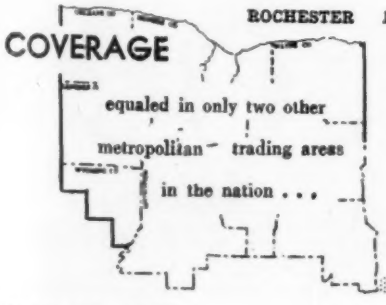
ROCHESTER, N. Y.

6 Ways the Empire State's Best Big Market

Among all seven of New York State's great Metropolitan Cities (100,000 or more population), Rochester is highest in per capita:

1. Total Retail Sales
2. Food Store Sales
3. Department Store Sales
4. Furniture and Appliance Sales
5. Lumber and Building Material Sales
6. Drug Store Sales

That means more for your advertising dollar. And at the lowest general advertising Milline rate of any standard page size newspaper in the State.

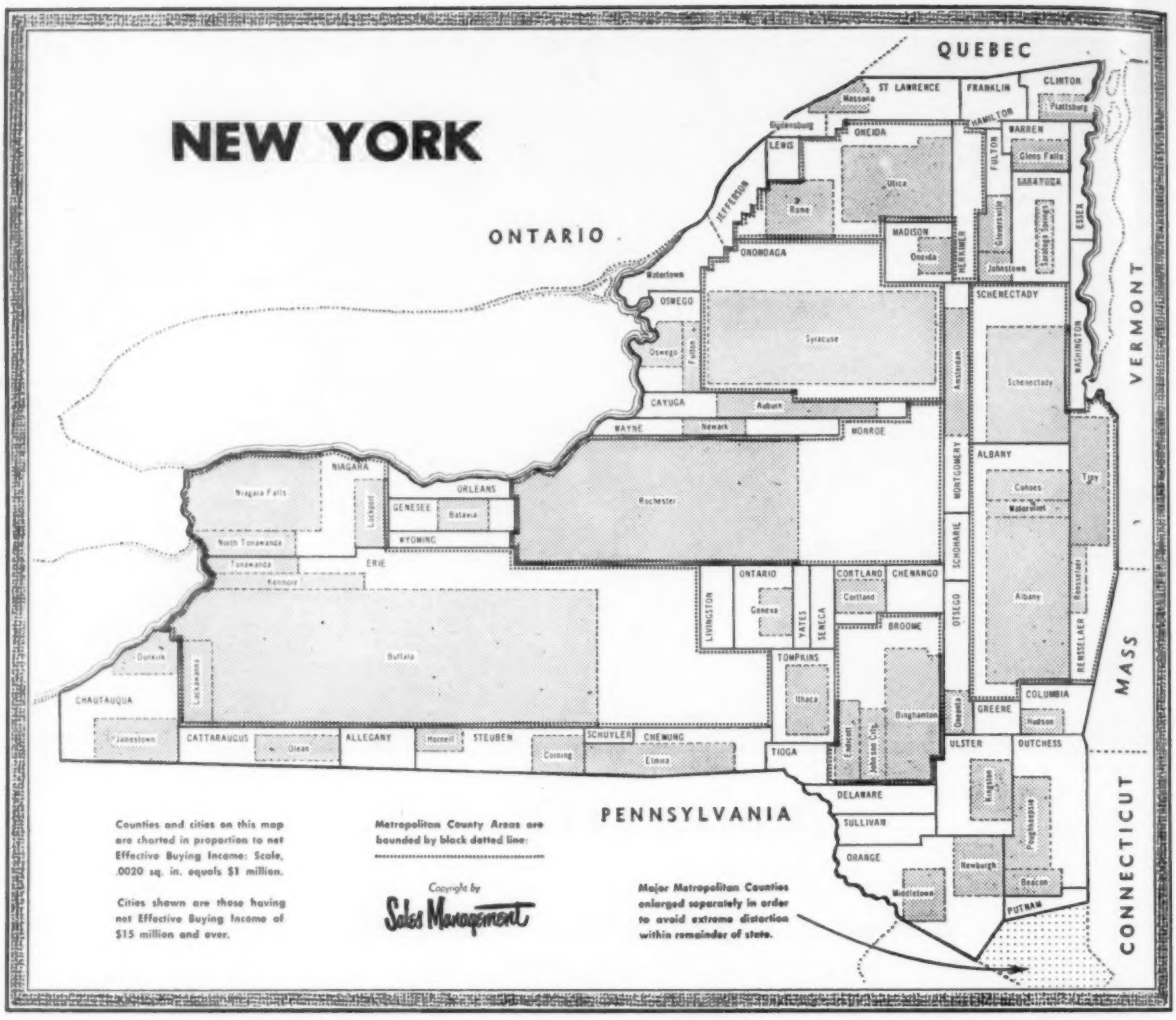


ROCHESTER TIMES-UNION

Democrat and Chronicle

Members: The Gannett Group

Represented nationally by
J. P. McKinney and Son, Inc.
New York Syracuse
Chicago San Francisco



NEW YORK COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000 & over % Units	$10,000 & over % Inc.
New York																					
(Manhattan).....	98A	1662.8	1.1033	629.8	1662.8	4,397,358	1.5495	2,361	6,993	853.0	5,155	29.8	8.4	29.5	18.7	25.2	24.7	7.8	11.8	7.8	36.4
1 ▲New York City.		8094.3	4.7950	2545.0		16,345,124	5.7597	2,019	6,422	2852.9	5,729	21.5	5.5	24.2	13.8	34.1	30.1	13.0	16.7	8.2	33.9

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1 The City of New York includes Bronx, Kings, Queens, New York, and Richmond Counties.

© SM, 1957.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

15th MARKET IN THE SOUTH

GREENSBORO, N. C.

- GREENSBORO ranks 4th in the nation in per family retail sales!
- GREENSBORO has over 1,000,000 people within a fifty mile radius!
- GREENSBORO has a greater population within a fifty mile radius than any other Southeastern City!*

*Federal Reserve Bank of Richmond.

Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

83rd MARKET IN THE NATION

Detailed information on Pages 123 through 194 and pages 561 and 588.

Top 10 years sales growth in

New Diversified Utica ?

Here is the sales record of Utica in the last 10 years:

Total Retail Sales per capita

Utica, N.Y. up 90%

New York State up 58%

Grocery Retail Sales per capita

Utica, N.Y. up 64%

New York State up 32%

Source: Sales Management Survey of Buying Power 1947/1957

No other city of 100,000 or more population in New York State shows as large a 10 year gain in Total Sales or in Food Sales per capita.

No more vital interpretation could be given to a sales and advertising executive of the upward surge of sales potential and opportunity in this vital central New York State market of 137,924 ABC City Zone population and its ABC Trading Area of 333,388.

These newspapers have a circulation: homes ratio of 85% among the 79,984 homes concentrated in rich Oneida and Herkimer Counties.

UTICA OBSERVER-DISPATCH
Evening and Sunday

UTICA DAILY PRESS
Morning

Members: The Gannett Group of Newspapers

Represented by J. P. McKinney & Son, Inc. — *New York • Syracuse • Chicago • San Francisco*

NEW YORK COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Niagara	21	217.7	.1290	64.2	168.0	380,862	.1271	1,658	5,621	68.2	5,288	19.1	5.2	21.9	13.6	42.0	40.2	11.5	17.3	5.5	23.7
Niagara Falls		103.2	.0611	29.8		182,246	.0642	1,766	6,116	33.0	5,529	17.2	4.5	20.5	12.1	43.7	30.9	12.5	18.1	6.1	25.4
North Tonawanda-Tonawanda		*45.7*	*.0271*	*15.8*		*78,017*	*.0263*	*1,676*	*5,456*												
Lockport		26.4	.0156	7.9		44,286	.0156	1,678	5,600	9.0	4,915	21.5	6.4	25.3	16.9	38.7	39.7	9.9	16.0	4.6	21.0
North Tonawanda		28.8	.0171	8.1		43,543	.0153	1,512	5,376	8.3	5,233	15.9	4.4	22.9	14.4	45.2	43.6	11.3	17.2	4.7	20.4
Oneida	155	236.8	.1402	69.1	171.9	353,808	.1247	1,496	5,120	72.8	4,860	23.6	7.0	26.4	17.9	35.4	36.8	9.8	16.0	4.8	22.3
▲Utica		105.3	.0624	31.7		165,344	.0583	1,570	5,216	34.0	4,860	23.4	7.0	27.1	18.3	35.3	36.7	9.4	15.4	4.8	22.6

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

Highest Effective Buying Income per family— among all Up-state New York Big Cities

(100,000 or more population. Source: Sales Management Survey of Buying Power 1957)

And no wonder! Niagara Falls, N. Y., has 61.3% of its families with annual income above $4,000 . . . Highest in the state among all big cities . . . 9% points better than New York City, 8 better than Buffalo . . . within 1.3 points of famed Westchester County.

The latest U. S. Census shows Niagara Falls to have the largest proportion of population working in industrial production and at the highest annual industrial wage, among all large industrial cities of the state.

The Niagara Falls Gazette sells more copies in the ABC City Zone each evening than there are homes. No other daily newspaper published outside of Niagara Falls can deliver this evening at home shopping readership in as many as one out of thirteen. The panel at the right demonstrates the standing of this newspaper and of the market as an aggressive sales producer.

GAZETTE RETAIL ADVERTISING 10,838,508 LINES IN 1955

More lines 6 days vs. 6 than were carried by the

Louisville Times
Pittsburgh Press
Indianapolis News
Cleveland Plain Dealer
San Francisco Examiner
New York Times
Philadelphia Inquirer
and many other better known newspapers!

NIAGARA FALLS GAZETTE

Member: The Gannett Group of Newspapers

Represented by J. P. McKinney & Son, Inc. — *New York • Syracuse • Chicago • San Francisco*

LEADERSHIP

A Product of Quality Service

Behind every price tag, there's the question of quality! In Syracuse, as in most important markets, the quality radio station stands out:

In Audience Coverage

WSYR's big margin of superiority is confirmed by all recognized market coverage studies.

In Entertainment

WSYR maintains the area's largest talent staff to produce the finest local live programming service in the market.

In News Service

Seven full-time newsmen share the job of gathering, editing and reporting 15 complete newscasts daily.

In Management

WSYR is directed by nine executives who have average experience of 17 years each in the radio broadcasting business.

Most advertisers prefer this kind of quality leadership for really effective selling in WSYR's 20-county service area, where 1.5 million people spend $2.2 billion a year.

NBC Affiliate

The Measure of a Great Radio Station

WSYR

5 KW • 570 KC SYRACUSE, N. Y.

Represented Nationally by THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

NEW YORK COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
▲Rome		47.9	.0284	12.5		67,926	.0239	1,418	5,434	13.6	4,986	20.8	6.1	26.6	17.5	37.3	37.8	10.5	16.7	4.8	21.9
Onondaga	146	384.1	.2275	114.3	308.6	657,256	.2316	1,711	5,750	130.6	5,031	25.3	7.3	23.9	15.6	34.7	34.8	10.5	16.6	5.6	25.7
▲Syracuse		232.7	.1379	68.7		421,749	.1486	1,812	6,139	85.9	4,911	27.5	8.1	24.2	16.1	32.8	33.8	10.0	16.3	5.5	25.7
Ontario		63.0	.0373	18.1	27.0	91,545	.0322	1,453	5,058	19.9	4,594	26.7	9.1	29.2	20.7	29.3	32.3	8.0	13.9	4.8	24.0
Geneva		18.6	.0110	5.3		32,758	.0115	1,761	6,181	6.9	4,743	29.8	9.1	26.1	18.0	30.6	32.6	8.0	13.5	5.5	26.8
Canandaigua		8.3	.0049	2.8		13,859	.0049	1,670	5,544	2.9	4,819	23.6	7.1	31.5	21.4	31.1	32.6	8.6	14.3	5.2	24.6
Orange	246	166.5	.0967	49.9	84.9	254,277	.0996	1,527	5,096	55.1	4,612	28.4	8.9	26.7	19.1	31.4	34.4	9.0	15.5	4.5	22.1
△*Newburgh-Beacon*		*47.5*	*.0281*	*14.4*		*80,390*	*.0283*	*1,698*	*5,583*												
△Newburgh		32.4	.0192	10.5		55,740	.0196	1,720	5,309	11.2	4,986	22.7	6.6	26.7	17.5	35.1	35.6	10.3	16.5	5.2	23.8
Middletown		23.2	.0137	6.5		36,043	.0127	1,554	5,545	7.2	4,973	23.8	7.0	25.7	17.0	35.0	35.5	10.2	16.3	5.3	24.2
Port Jervis		9.2	.0055	3.0		11,767	.0041	1,279	3,922	3.0	3,903	29.3	10.9	31.4	26.5	31.5	40.8	5.8	11.8	2.0	10.0
Orleans		31.0	.0183	9.6	11.2	40,645	.0144	1,311	4,234	9.7	4,210	29.4	10.2	28.9	22.3	31.7	38.1	6.9	13.1	3.1	16.3
Medina		6.4	.0038	2.1		10,185	.0036	1,591	4,850	2.3	4,421	25.3	8.3	28.1	20.9	36.5	41.7	6.7	12.0	3.4	17.1
Oswego		81.8	.0485	23.9	37.9	103,984	.0366	1,271	4,351	25.8	4,023	32.5	11.7	28.0	23.0	30.1	37.8	6.8	13.0	2.8	14.5
Oswego		23.1	.0137	6.6		31,876	.0112	1,380	4,830	7.8	4,078	34.1	12.2	26.8	21.5	29.2	36.2	6.7	13.0	3.2	17.1
Fulton		14.7	.0087	4.5		20,567	.0072	1,399	4,570	4.6	4,462	23.8	7.7	27.0	19.9	37.7	42.6	8.5	15.2	3.0	14.6
Otsego		54.0	.0320	17.0	17.5	78,380	.0289	1,414	4,493	18.4	4,157	33.9	11.9	28.1	22.1	28.0	34.0	6.3	12.1	3.7	19.9
Oneonta		14.6	.0086	4.5		25,557	.0090	1,750	5,679	5.8	4,394	34.4	11.4	24.1	18.0	30.3	34.9	6.6	11.9	4.6	23.8
Putnam		21.4	.0127	6.4		35,512	.0125	1,659	5,549	8.4	5,562	27.2	7.1	22.4	13.3	32.3	29.3	9.6	13.7	8.5	36.6
1 Queens	99A	1773.2	1.0504	554.5	1773.2	3,892,397	1.3716	2,195	7,020	565.4	6,884	13.8	2.9	18.2	8.6	39.9	29.3	17.0	19.7	11.1	39.5

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1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.

© SM, 1957.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

The Station With The Largest Audience in America

*National spot and local Source: Broadcast Advertisers Report

3 reasons why Syracuse belongs on your "A" list

A BIG MARKET . . .

The 15-county market covered by the Syracuse Newspapers has a population of 1,392,300 with annual buying power of $2 billion.

A QUALITY MARKET . . .

Syracuse is ranked America's best test market by Sellers Research Inc., after an audit of 503 test campaigns by national advertisers.

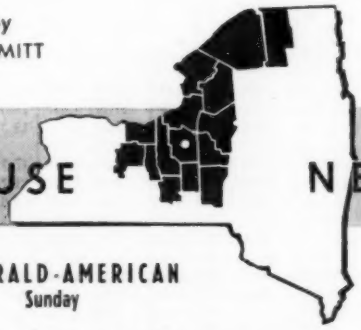
ECONOMICAL COVERAGE . . .

Media selection is a cinch. The Syracuse Newspapers deliver 100% coverage of the metropolitan area — effective circulation in 14 surrounding counties. No other combination of media in the market can do a comparable job at comparable cost.

FULL COLOR AVAILABLE — DAILY AND SUNDAY

Represented Nationally by
MOLONEY, REGAN & SCHMITT

America's Best Test Market



the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

CIRCULATION: Combined Daily 233,150 Sunday Herald-American 221,744 Sunday Post-Standard 105,245

TROY, N. Y. ABC CITY ZONE

TOTAL POPULATION:
130,100

FAMILIES:
38,300

TOTAL MARKET POPULATION:
211,148

CIRCULATION:
47,887

RATE:
20¢

FIGURES

EFFECTIVE BUYING INCOME:	$218,379,000
INCOME PER FAMILY:	$5,702
TOTAL RETAIL SALES:	$155,245,000
FOOD SALES:	$45,498,000
EATING AND DRINKING SALES:	$11,817,000
AUTOMOTIVE:	$24,144,000
GASOLINE SERVICES:	$8,640,000
GEN. MDSE.:	$15,957,000
APPAREL:	$19,954,000
FURN.-HSHLD.:	$9,209,000
LUMBER, BLDG.:	$4,638,000
DRUGS:	$3,477,000

THE RECORD NEWSPAPERS

THE TROY RECORD THE TIMES RECORD

TROY, N. Y.

NEW YORK COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Rensselaer	2	140.8	.0834	42.8	100.9	228,540	.0805	1,623	5,340	47.5	4,815	26.1	7.9	25.7	17.5	33.6	35.2	9.6	15.9	5.0	23.9
▲Troy		76.1	.0451	22.1		127,924	.0451	1,681	5,788	27.6	4,641	28.0	8.8	26.5	18.7	32.2	35.0	8.7	15.0	4.6	22.5
Rensselaer		11.3	.0067	3.2		19,418	.0068	1,718	6,068	3.7	5,213	18.3	5.1	24.9	15.8	40.1	38.8	11.5	17.5	5.2	22.9
1Richmond	99A	213.3	.1264	59.8	213.3	383,429	.1351	1,798	6,412	63.7	6,016	17.1	4.1	21.3	11.6	38.6	32.6	14.7	19.5	8.1	32.2
Rockland	99A	105.8	.0626	26.9	45.7	163,828	.0577	1,548	6,090	29.4	5,582	21.7	5.6	23.6	14.0	35.4	32.0	11.8	16.9	7.5	31.5
Nyack		6.3	.0037	1.8		10,440	.0037	1,657	5,800	2.1	4,971	28.0	8.2	27.1	17.8	25.8	29.3	9.9	15.8	6.2	28.9
Spring Valley		5.2	.0031	1.6		8,916	.0031	1,715	5,573	1.8	4,918	24.8	7.3	25.8	17.2	34.0	35.0	10.3	16.7	5.1	23.8
Haverstraw		6.4	.0038	1.9		11,274	.0040	1,762	5,934	2.1	5,336	19.1	5.2	24.8	15.2	38.6	36.6	11.5	17.2	6.0	25.8
Suffern		4.4	.0026	1.2		9,477	.0033	2,154	7,898	1.5	6,322	21.5	4.9	21.2	11.1	32.6	26.0	14.4	18.1	10.3	39.9
St. Lawrence		111.5	.0661	30.3	52.8	137,694	.0488	1,235	4,544	34.9	3,945	36.6	13.5	27.2	22.5	26.8	34.3	6.4	13.0	3.0	16.7
Massena		19.0	.0113	5.8		26,007	.0092	1,369	4,484	5.9	4,441	25.2	8.2	26.4	19.6	36.9	43.0	8.3	14.8	3.2	15.4
Ogdensburg		17.7	.0105	4.4		20,367	.0072	1,151	4,629	4.9	4,131	32.9	11.6	27.7	22.0	29.2	35.7	6.9	13.2	3.3	17.5
Potsdam		8.2	.0049	1.9		12,815	.0045	1,563	6,745	3.8	3,334	51.4	22.4	23.7	23.4	16.9	25.5	5.5	13.1	2.5	15.6
Gouverneur		5.3	.0031	1.6		7,768	.0027	1,466	4,855	1.7	4,470	29.6	9.6	26.9	19.7	31.1	35.2	8.3	14.8	4.1	20.7
Saratoga		82.2	.0487	24.7	44.1	123,107	.0433	1,498	4,984	26.2	4,700	25.5	7.9	26.3	18.4	34.5	37.1	9.3	15.7	4.4	20.9
Saratoga Springs		16.3	.0097	4.8		25,920	.0091	1,590	5,400	6.1	4,259	34.6	11.8	26.3	20.2	27.9	33.1	7.1	13.3	4.1	21.6
Mechanicville		7.5	.0044	2.2		13,735	.0048	1,831	6,243	2.4	5,671	15.5	4.0	20.7	12.0	43.9	39.1	13.5	18.9	6.4	26.0

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

1The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

SCHENECTADY, NEW YORK, FAMILIES ARE AMONG AMERICA'S HIGHEST INCOME GROUPS!

EFFECTIVE BUYING INCOME $6,382

U. S. Average $5,736

Authority Sales Management 1957 Survey of Buying Power



SCHENECTADY GAZETTE CIRCULATION AFFORDS *EFFECTIVE* COVERAGE IN ALL ZONES

CITY ZONE	30,874	2,302	More Than Other Paper
Total City & Retail Trading	37,864	4,477	More Than Other Paper
TOTAL	**44,806**	**8,604**	More Than Other Paper

AUTHORITY A.B.C. PUBLISHER'S STATEMENT—6 MOS. ENDING 9/30/56

SELECTED BY ADVERTISERS FOR *EFFECTIVE* SALES RESULTS

RETAIL DISPLAY	7,746,380 Lines—755,159	LINES MORE THAN OTHER PAPER
TOTAL ADVG	14,180,365 Lines—2,692,595	LINES MORE THAN OTHER PAPER

SCHENECTADY GAZETTE

LEADER IN CIRCULATION AND ADVERTISING FOR OVER 62 YEARS

REYNOLDS-FITZGERALD, INC., National Representatives

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000 & over % Units	% Inc.
Schenectady	2	161.6	.0957	51.3	138.1	317,055	.1118	1,962	6,180	55.4	5,721	18.3	4.7	20.6	11.4	40.6	38.0	14.0	19.5	6.9	26.4
▲Schenectady		96.9	.0574	30.6		195,274	.0688	2,015	6,382	35.3	5,539	19.9	5.2	21.0	13.5	39.4	35.9	13.2	19.0	6.5	27.4
Scotia		8.6	.0051	2.8		17,296	.0061	2,011	6,177	2.9	5,911	15.9	3.9	17.8	9.9	42.0	35.9	17.5	23.5	6.8	26.8
Schoharie		24.2	.0144	7.3	3.4	32,998	.0116	1,364	4,520	8.0	4,136	34.2	12.0	28.1	23.2	26.0	31.7	7.0	13.4	3.7	19.7
Schuyler		18.3	.0090	4.7	3.2	18,466	.0069	1,076	3,503	4.7	3,503	36.9	15.3	32.3	30.2	25.1	36.3	4.0	9.0	1.7	9.2
Seneca		27.1	.0161	7.0	10.4	33,234	.0117	1,226	4,748	7.3	4,570	26.6	8.5	27.3	19.6	33.3	36.8	8.7	15.2	4.1	19.9
Steuben		98.0	.0568	26.4	43.4	131,425	.0463	1,369	4,628	30.4	4,329	28.1	9.4	27.8	21.1	33.1	38.7	7.7	14.2	3.3	16.6
Corning		19.1	.0113	5.5		34,489	.0122	1,806	6,271	6.5	5,285	18.4	5.1	24.3	15.0	40.4	38.6	11.4	17.3	5.5	24.0
Hornell		15.0	.0089	4.7		21,690	.0076	1,446	4,615	5.3	4,108	29.3	10.4	26.0	20.7	35.2	43.3	7.2	13.9	2.3	11.7
Bath		6.0	.0036	1.9		10,403	.0037	1,734	5,475	2.4	4,399	26.7	8.8	29.1	21.7	33.0	37.9	7.7	14.0	3.5	17.6
Suffolk	98A	483.7	.2866	132.6	138.8	755,604	.2663	1,562	5,698	138.8	5,362	21.2	6.5	23.9	14.1	36.0	32.7	11.8	16.6	7.3	31.1
Patchogue		9.6	.0057	2.9		15,786	.0056	1,644	5,443	3.1	5,063	22.8	6.5	25.2	16.4	35.4	35.3	11.2	17.6	5.4	24.2
Babylon		8.8	.0052	2.8		19,945	.0070	2,266	7,123	3.1	6,401	16.6	3.8	22.0	11.2	36.8	29.1	14.7	18.3	9.9	37.6
Kings Park		14.0	.0083	1.0		8,210	.0029	586	8,210	1.4	5,835	16.8	4.2	21.3	12.0	37.2	32.2	17.9	24.4	6.8	27.2
Amityville		7.7	.0046	2.2		16,775	.0059	2,179	7,625	3.5	6,759	21.5	4.6	20.5	9.9	31.0	23.2	14.8	17.5	12.2	44.8
Lindenhurst		15.2	.0090	4.6		23,667	.0083	1,557	5,145	4.7	5,071	17.9	5.1	22.6	14.6	44.9	44.8	10.2	16.0	4.4	19.5
Southampton		4.8	.0028	1.5		9,073	.0032	1,890	6,049	1.7	5,199	26.5	7.4	26.3	16.6	31.3	30.4	8.8	13.5	7.1	32.1
Sullivan		42.8	.0253	13.3	9.9	58,744	.0207	1,373	4,417	14.6	4,039	34.0	12.2	29.4	23.8	26.9	33.7	6.5	12.8	3.2	17.5
Monticello		4.7	.0028	1.4		8,574	.0030	1,824	6,124	1.8	4,785	28.6	8.7	25.3	17.3	30.3	32.0	10.7	17.8	5.1	24.2
Liberty		5.2	.0031	1.6		8,385	.0030	1,613	5,241	1.9	4,376	25.0	8.3	32.1	24.1	32 3	37.2	7.2	13.0	3.4	17.4
Tioga		32.1	.0191	9.6	12.2	42,330	.0149	1,319	4,319	10.1	4,171	32.5	11.3	29.0	22.8	29.4	34.4	6.5	12.5	3.6	19.0
Tompkins		69.9	.0414	19.1	37.9	120,136	.0423	1,719	6,290	29.9	4,018	40.5	14.7	24.4	19.7	24.0	30.2	7.4	14.8	3.7	20.6
Ithaca		35.1	.0208	8.5		89,798	.0246	1,989	8,212	18.9	3,695	45.6	17.9	23.6	20.9	21.2	29.1	6.5	14.0	3.1	18.1
Ulster		101.1	.0599	31.7	42.7	144,135	.0508	1,426	4,547	33.2	4,341	31.4	10.5	25.2	21.3	28.8	33.5	7.5	13.8	4.1	20.9
Kingston		29.8	.0177	9.2		48,049	.0169	1,612	5,223	10.0	4,791	26.7	8.1	26.6	18.1	32.5	34.3	9.1	15.2	5.1	24.3
Warren		41.2	.0244	12.8	20.4	58,733	.0207	1,426	4,589	13.2	4,460	29.7	9.7	30.2	22.3	28.6	32.5	6.9	12.3	4.6	23.2
Glens Falls		20.4	.0121	6.4		33,539	.0118	1,644	5,240	6.8	4,907	26.8	7.9	27.2	18.3	31.8	32.7	8.3	13.4	5.9	27.7
Washington		47.2	.0279	13.7	18.6	58,198	.0205	1,233	4,248	13.9	4,181	30.2	10.5	29.1	22.9	30.3	36.6	7.3	13.6	3.1	16.2
Wayne		58.7	.0348	17.5	17.5	76,634	.0270	1,306	4,379	17.5	4,381	29.6	9.9	29.2	21.9	29.3	33.8	7.7	13.9	4.0	20.5
Newark		11.4	.0068	2.7		14,684	.0052	1,288	5,439	2.9	5,092	24.2	6.9	27.3	17.5	32.8	32.6	9.6	15.1	6.1	27.9

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

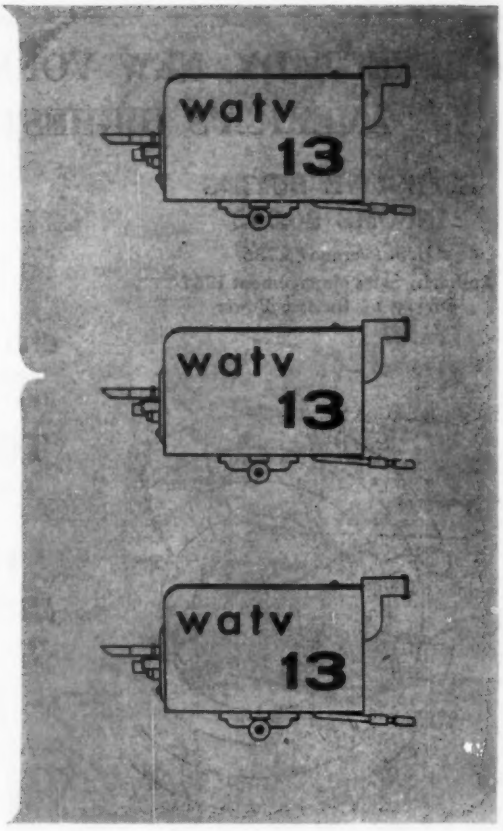
TIME TO USE
THIRTEEN

the **FIRST** local TV station
in the metropolitan N. Y.
– N. J. market.

WATV 13

TELEVISION CENTER
NEWARK 1, NEW JERSEY

national rep.: **FORJOE-TV, inc.**



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Westchester	99A	733.0	.4342	216.8	685.1	1,908,836	.6728	2,604	8,805	235.7	8,098	17.5	3.1	19.0	7.7	31.8	19.8	14.3	14.1	17.4	55.3
Yonkers		164.2	.0973	49.4		387,892	.1367	2,362	7,852	51.2	7,572	15.7	3.0	18.2	7.9	35.7	23.8	15.8	16.6	14.6	48.7
White Plains		53.7	.0318	14.9		141,838	.0500	2,641	9,519	18.5	7,679	19.3	3.6	20.1	8.7	30.4	20.0	14.2	14.7	16.0	53.0
Mount Vernon		75.8	.0449	22.5		189,037	.0666	2,494	8,402	25.4	7,451	17.2	3.4	19.6	8.5	34.3	23.3	14.3	15.3	14.6	49.5
New Rochelle		72.2	.0428	20.4		197,596	.0696	2,737	9,686	25.0	7,903	21.3	3.9	21.0	8.8	27.9	17.8	12.2	12.3	17.6	57.2
Port Chester		25.6	.0152	7.0		51,641	.0182	2,017	7,377	7.8	6,582	16.2	3.6	22.9	11.4	36.2	27.8	13.8	16.6	10.9	40.6
Peekskill		18.5	.0110	5.2		36,079	.0127	1,950	6,938	5.9	6,149	20.0	4.7	22.2	11.9	36.2	29.8	11.9	15.4	9.7	38.2
Ossining		17.0	.0101	4.5		32,534	.0115	1,914	7,230	5.1	6,370	16.8	3.8	20.0	10.3	39.6	31.4	13.8	17.3	9.8	37.2
Bronxville		7.3	.0043	1.9		39,333	.0139	5,388	20,702	3.0	13,306	19.1	2.1	15.9	3.9	17.9	6.8	10.8	6.5	36.3	80.7
Mount Kisco		6.5	.0039	1.9		13,757	.0048	2,116	7,241	2.1	6,523	20.3	4.5	22.1	11.0	33.0	25.6	13.3	16.3	11.3	42.6
Scarsdale		16.1	.0095	4.2		90,319	.0318	5,610	21,505	5.2	17,366	16.2	1.4	12.9	2.5	13.2	3.8	11.4	5.2	46.3	87.1
Mamaroneck		16.9	.0100	4.9		44,571	.0157	2,637	9,096	5.2	8,555	15.5	2.6	17.0	6.5	32.8	19.4	16.1	15.0	18.6	56.5
Rye		13.2	.0078	3.8		48,650	.0171	3,686	12,803	4.5	10,768	15.8	2.1	17.8	5.5	25.0	11.7	14.2	10.5	27.2	70.2
Larchmont		6.6	.0039	1.8		26,460	.0093	4,009	14,700	2.1	12,558	16.6	1.9	14.8	3.9	22.6	9.1	12.6	8.0	33.4	77.1
Tarrytown		10.4	.0062	3.0		29,179	.0103	2,806	9,726	4.0	7,273	22.9	4.6	16.4	7.4	31.3	21.7	15.0	16.4	14.4	49.9
Tuckahoe		7.2	.0043	1.9		13,783	.0049	1,914	7,254	1.9	7,277	16.5	3.3	25.6	11.5	29.7	20.6	14.0	15.4	14.2	49.2
Wyoming		32.7	.0194	9.1	11.0	37,289	.0132	1,140	4,098	9.1	4,096	29.8	10.6	30.4	24.3	30.8	38.0	6.1	11.9	2.9	15.2
Yates		18.7	.0111	5.9	5.6	27,012	.0095	1,444	4,578	6.7	4,039	36.3	13.1	30.3	24.7	23.3	29.1	6.3	12.3	3.8	20.8
Penn Yan		5.6	.0033	2.0		8,870	.0031	1,584	4,435	2.1	4,180	31.9	11.1	28.9	22.7	29.5	35.7	6.2	11.8	3.5	18.7
Total Above Cities		12815.9	7.5922	3940.3		25,861,841	9.1130	2,018	6,563	4073.1	5,856	21.9	5.3	48.5	13.1	10.0	29.9	11.8	16.6	7.8	35.1
State Total		16351.7	9.6867	4991.6	13960.4	31,252,937	11.0126	1,911	6,261	5476.1	5,707	22.1	5.6	23.7	13.7	34.3	30.5	11.8	16.4	8.1	33.8

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Albany-Schenectady-Troy	2	561.9	.3329	176.4	449.6	1,087,210	.3550	1,793	5,710
△Auburn	175	72.8	.0431	21.5	37.5	192,236	.0360	1,404	4,755
Binghamton	16	201.8	.1196	60.4	156.6	340,397	.1199	1,687	5,638
Buffalo	21	1,264.3	.7490	372.5	1,065.6	2,128,367	.7800	1,683	5,714
△Elmira	200	96.4	.0571	29.7	69.5	150,497	.0530	1,561	5,067
△Jamestown	213	146.8	.0870	47.6	88.0	218,295	.0769	1,487	4,589
New York-N. E. New Jersey (New York Portion Only)	99A	10579.9	6.2674	3,265.7	10,189.3	22,101,732	7.7882	2,089	6,768

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Before using these figures, read foreword, page 11.



THEY'RE GOING TO SPEND $3,301,344.00 TOMORROW!

No, not just this family . . . these folks represent only one of the many thousands of Westchester families who are reading their "home delivered" Westchester Group daily newspapers to help them arrive at BUYING DECISIONS.

YOU are interested, deeply and actively interested, in everything that concerns and goes on in your home. Westchester is HOME, in the full sense of the term, to all these families . . . they live here, they go to church here, they belong to clubs here, their children go to school here. These folks ALL want to know what is going on in Westchester . . . and they DO know because more than 140,000 of them read their Westchester Group daily newspapers, the ONLY sources of the **local** news which they both desire and need.

The interest of Westchester people in Westchester affairs, thanks to the service and leadership of the Westchester Group Newspapers, has made Westchester one of the most enlightened, the richest, the most beautiful community in all America.

So the advertiser contemplating the Westchester Market does not need a guarantee to make certain he will get his share of the $3,301,777.00* in daily retail sales . . . his share is assured when he places his advertising in the

Westchester Group Newspapers

8 Church St. White Plains, N. Y.

Represented Nationally By The Kelly-Smith Co.

*Sales Management - Survey of Buying Power - 1957

5 FIRSTS make SALES

Channel 5 offers its viewers the unbeatable combination of the best in network and locally produced programs. Something for everyone from entertainment to public service. Channel 5 viewers live in an area with "generally the most favorable economic conditions in the State."*

FIRST in Power— brilliant clarity of picture for Channel 5 viewers from maximum power station.

FIRST in Coverage— unduplicated coverage of more than 50,000 more homes than area's 2nd station, 307,750** television homes.

WROC-TV CHANNEL 5 ROCHESTER, N. Y.

FIRST in Programming— the best from the NBC network which more people watch daytime and evening, plus top-rated locally produced programs.

FIRST in Advertising— preference of advertisers indicated by fact it carries more local and spot advertising than 2nd channel.

FIRST on Air— four years' head start can't be discounted.

*N.Y.S. Dept. Labor **Neilsen No. 2 Spring 1956

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD TELEVISION SALES

NEW YORK METRO. AREAS (continued)	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A	Per Capita	Per Family
△Poughkeepsie-Newburgh-Beacon	248	310.8	.1841	88.1	151.6	478,771	.1687	1,540	5,434
Rochester	119	545.9	.3233	169.1	469.8	1,021,119	.3598	1,871	6,039
Syracuse	148	384.1	.2275	114.3	308.6	657,258	.2316	1,711	5,750
Utica-Rome	155	299.2	.1773	88.5	211.6	443,979	.1564	1,484	5,017
△Watertown	258	87.0	.0515	26.6	40.1	123,116	.0434	1,415	4,628
Total Above Areas		14550.9	8.6197	4,460.4	13,237.8	28,772,975	101389	1,977	6,451

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Albany	2	359,113	.1866	4,363	.1681	109	121	77,387	29,171	71,249	32,325	17,581	55,112	16,893	13,983	8,892
▲Albany		233,218	.1211		.0996	119	145	50,618	21,360	26,140	29,792	13,361	43,257	8,252	7,631	7,122
Cohoes		18,396	.0096		.0113	90	76	5,776	1,317	1,991	1,600	1,061	2,392	1,437	696	607
Watervliet		13,941	.0072		.0082	92	81	6,174	1,829	346	168	517	2,005	1,271	611	66
1 Menands		46,259	.0240		.0086	478	333	346	652	42,392	523	41	...	272	196	45
Allegany		38,326	.0189	2,681	.0219	51	70	8,702	1,934	2,634	1,385	1,398	7,868	2,720	3,591	945
Wellsville		14,301	.0074		.0053	133	185	3,130	821	1,120	931	678	3,796	1,068	1,078	443
2 Bronx	99A	1,118,138	.5808	2,480	.5271	94	66	418,775	95,488	62,702	133,335	70,731	119,120	37,390	33,263	30,189
Broome	16	235,681	.1224	3,902	.1206	101	102	55,092	19,638	31,843	15,210	11,888	41,995	15,005	12,960	7,041
▲Binghamton		138,649	.0720		.0570	117	148	27,948	10,654	25,615	9,309	7,869	25,465	8,015	4,715	4,257
Endicott		42,036	.0218		.0165	124	164	11,255	2,978	4,207	3,906	1,818	8,009	1,781	3,577	1,626
Johnson City		21,279	.0111		.0122	98	90	7,926	2,668	830	1,247	1,350	3,160	1,170	1,099	713
Cattaraugus		84,461	.0439	3,482	.0431	89	91	19,932	6,377	7,588	5,668	4,724	14,414	5,229	6,166	2,382
Olean		37,960	.0197		.0155	107	136	9,051	2,571	4,761	4,336	3,177	6,133	1,813	1,974	1,133
Salamanca		10,952	.0057		.0051	96	108	3,296	903	744	501	764	2,291	718	694	297

1 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."
2 The city of New York includes Bronx, Kings, Queens, New York, and Richmond counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

© SM, 1957.

A Guide to National Sales Potentials—Pages 205-208

Be Sure You *COVER* ALBANY

Second only to New York City in Per Capita Income among all big cities (100,000 or more population) in New York State . . . With Department Store and Apparel Store sales per capita 23% greater than N. Y. City; Grocery and Drug Sales second only to Rochester among these big cities . . . These facts make Albany and Albany County a vital market.

How best to cover Albany? Note the circulation situation below. Thin, widely scattered "total" circulation is no substitute for dominance in Albany County. And local merchants who know best put over 80% more of their advertising money into this evening newspaper . . . the only one with identified home circulation . . . and without any cut price, combination or clubbing offers.

The Knickerbocker News is lowest in cost because it eliminates waste.

1st in Circulation where it counts

	Albany City Zone	Albany County*
Evening Knickerbocker News	**33,205**	**42,809**
Morning Newspaper	**26,105**	**35,897**

*Omitting that part in Troy City Zone.

No Albany newspaper can cover adequately Troy nor Schenectady. "Total" circulation figures which include duplication of essential local newspapers in these separate markets can be misleading.

Advertisers Know—

Linage Media Records Year, 1956	Evening Knickerbocker News	Morning Newspaper
Retail	**9,555,716**	**5,606,514**
General*	**1,729,868**	**945,753**

*Omitting Alcoholic Beverage copy which The Knickerbocker News does not accept.

The only Albany newspaper with A.B.C. identified home delivered circulation and without cut-rate circulation offers.

THE ALBANY KNICKERBOCKER NEWS

Member: The Gannett Group of Newspapers

Represented by J. P. McKinney & Son, Inc.

These 9,000 Families Are *SOMETHING to talk about*

SPECIAL *DELIVERY*
—by The TIMES *Only*

POPULATION	30,000
FAMILIES	9,000
INCOME	$43,768,000
RETAIL SALES	31,780,000
FOOD	8,760,000
GENERAL MDSE.	2,580,000
APPAREL	1,367,000
FURN-HSHLD	1,780,000
AUTOMOTIVE	5,180,000
GASOLINE	2,161,000
LUMB-BLDG-HDWRE	2,066,000
DRUG	667,000

That modest figure is the number of families in the Little Falls market. We wouldn't bother to mention it if size was all we could talk about.

But there's COVERAGE—the pay-off factor—and on that subject we have far more to talk about than many large newspapers. Your low-cost space in the Little Falls Times gives you complete coverage of the city of Little Falls . . . and reaches an even larger number of families in the surrounding area—for 75% coverage of the entire market.

LITTLE FALLS TIMES

LITTLE FALLS, N. Y.

Represented by
The Julius Mathews Special Agency, Inc.

NEW YORK

RETAIL SALES— SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Cayuga	175	80,151	.0416	3,728	.0391	91	97	18,471	5,144	6,429	5,775	4,835	13,445	3,785	7,496	1,661
△Auburn		55,823	.0290		.0230	104	131	13,931	3,671	5,028	5,509	4,337	8,625	2,513	3,678	1,295
Chautauqua	213	160,671	.0835	3,375	.0809	93	96	39,560	13,173	17,031	11,059	6,752	29,182	11,381	12,236	4,018
△Jamestown		69,744	.0362		.0306	116	137	17,054	4,301	11,689	6,931	3,689	10,765	4,064	3,725	2,011
Dunkirk-Fredonia		*38,401*	*.0184*		*.0158*	*100*	*116*	*9,888*	*3,037*	*2,364*	*3,330*	*1,615*	*8,819*	*1,738*	*2,638*	663
Dunkirk		25,948	.0135		.0112	101	122	6,770	2,427	1,847	2,799	1,465	5,751	981	1,781	393
Chemung	200	115,426	.0600	3,886	.0559	98	105	27,893	8,263	12,042	9,982	6,792	21,348	5,983	10,272	2,954
△Elmira		93,115	.0484		.0355	115	157	20,385	6,001	11,463	9,397	5,644	17,774	4,256	7,812	2,547
Chenango		47,234	.0245	3,809	.0225	92	100	10,451	3,586	3,576	2,149	1,072	7,486	3,122	2,660	863
Norwich		18,270	.0095		.0067	118	167	4,522	1,167	2,569	1,338	623	4,150	1,198	860	281
Clinton		53,474	.0278	3,713	.0275	82	83	13,341	3,389	7,891	2,654	1,718	9,468	2,874	2,855	1,132
Plattsburg		31,209	.0162		.0132	105	129	7,162	1,883	6,192	2,438	1,201	5,405	1,259	906	895
Columbia		51,978	.0270	3,713	.0245	92	101	13,419	3,252	2,868	2,444	1,767	10,961	3,794	4,005	1,083
Hudson		24,857	.0129		.0086	119	179	7,040	1,146	1,629	2,003	1,413	7,404	852	546	609
Cortland		49,295	.0256	4,178	.0223	96	110	10,305	3,355	4,995	2,701	1,658	10,374	2,741	4,909	886
Cortland		32,082	.0167		.0130	110	142	7,107	2,363	4,023	2,604	1,326	6,319	1,449	2,483	865
Delaware		51,802	.0268	3,712	.0242	88	97	10,069	3,470	3,238	1,303	1,618	12,106	3,414	2,906	932

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

AUBURN—$102,236,000 Buying Income

. . . *and It's EFFECTIVE—*

78% Spent for Retail Goods

Metropolitan Auburn's cash registers rocked 'n rolled madly last year as shoppers fed them $80,151,000! In the city of Auburn total sales climbed to $55,823,000—38% above the national average. Food sales reached 38% above . . . apparel 96% . . . furniture and appliances 93% . . . automotive 14%. Total sales were 11% above the sales production average for New York cities. The market's families are spending freely, confidently, because wages are high and steady income is assured by companies like G.E., American Locomotive, Enna Jettick, Columbian Rope, New Process Gear . . .

The Citizen-Advertiser

AUBURN, N. Y.

Represented by the Julius Mathews Special Agency, Inc.

METROPOLITAN AUBURN

Population	72,800
Families	21,500
Income	$102,236,000
Retail Sales	80,151,000
Food	18,471,000
Eating, Drinking	5,144,000
General Mdse.	6,429,000
Apparel	5,775,000
Furn. Hshld.	4,835,000
Automotive	13,445,000
Gasoline	3,785,000
Lumb.-Bldg.-Hdwre.	7,496,000
Drug	1,661,000

Auburn is a substantial segment of your upstate quota. To be sure of selling it, make sure the market's daily newspaper —the Citizen-Advertiser—is on your list.

For the TRUTH *about Elmira*
Read this:

The population of Elmira's compact urban area is not 52,200 as shown on page 523 (that's the population of the antiquated corporate city area, more and more occupied by business and industry) . . . it doesn't include the 24,689 people who literally live "across the street" in such places as Elmira Heights, West Elmira, and other surrounding communities that are contiguous at the old corporate city boundaries and into which the excess population has been flowing.

Concentrated urban population now of at least 75,000 people (it was 74,405 in the 1950 U. S. Census) constitutes the real local "City" market; and another 164,000 (U. S. Census 1950) in the surrounding circulation area where the Elmira newspapers deliver 70% coverage; explains Elmira's highest per capita retail sales among all important Upstate New York markets.

Don't select markets by size alone. It's potential that counts. The automobile industry has learned that over long years of experience. Have you?

THE ELMIRA STAR-GAZETTE & ADVERTISER • THE SUNDAY TELEGRAM

Members: The Gannett Group of Newspapers.

Represented by J. P. McKinney & Son, Inc. *New York • Syracuse • Chicago • San Francisco*

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Dutchess	248	177,944	.0924	4,658	.0843	99	108	41,403	14,577	21,353	10,505	6,938	31,506	10,645	10,484	4,719
△Poughkeepsie		96,633	.0502		.0338	138	205	21,088	7,258	16,474	8,440	4,721	14,594	4,487	4,779	2,122
△Beacon		20,038	.0104		.0093	104	117	6,416	1,248	2,485	925	854	4,326	560	774	677
See Newburgh-Beacon																
Erie	21	1,251,958	.6504	4,061	.6306	102	105	309,527	119,366	179,102	107,184	65,447	206,378	68,320	73,436	38,247
▲Buffalo		858,328	.4459		.3873	109	125	182,571	84,490	158,066	90,415	51,882	126,589	39,481	42,445	24,639
Kenmore		62,069	.0322		.0200	159	256	27,131	2,709	1,597	2,022	1,599	16,812	3,897	1,257	2,311
Lackawanna		37,456	.0195		.0176	97	107	13,047	4,576	3,501	1,160	2,293	6,138	1,535	2,193	1,495
See North Tonawanda-Tonawanda																
Tonawanda		41,854	.0217		.0135	135	217	10,419	4,362	5,994	3,897	1,593	6,359	3,901	429	2,268
Hamburg		34,163	.0177		.0097	170	311	8,848	2,075	770	1,596	899	10,308	2,153	4,027	1,063
East Aurora		17,229	.0089		.0056	140	223	4,889	820	359	1,081	706	4,234	807	1,369	727
Lancaster		13,596	.0071		.0059	104	125	3,132	747	1,097	935	582	3,493	1,012	1,388	588
Williamsville		25,304	.0131		.0064	206	423	3,443	2,356	548	721	753	10,595	1,906	2,586	686
Essex		35,684	.0185	3,431	.0172	81	87	9,051	3,290	1,972	2,072	1,477	7,510	2,447	1,618	1,247
3 Saranac Lake																
Franklin		52,311	.0272	4,182	.0238	88	101	11,494	3,377	5,625	3,338	2,051	10,546	3,348	2,993	1,591
Malone		20,683	.0107		.0069	117	181	3,980	1,003	2,826	1,241	900	4,936	1,257	1,562	613
3 Saranac Lake		12,571	.0065		.0048	117	159	2,820	762	886	1,337	595	2,760	309	265	226
Fulton		56,110	.0291	3,188	.0290	92	93	14,349	3,838	3,913	3,808	2,727	12,558	3,290	4,582	1,296
Gloversville-Johnstown		*48,733*	*.0254*		*.0217*	*103*	*120*	*19,199*	*3,714*	*5,699*	*3,769*	*2,359*	*11,624*	*3,379*	*4,008*	*1,080*
Gloversville		33,018	.0172		.0147	103	120	8,211	1,894	2,957	2,997	1,615	7,301	1,522	3,490	760
Johnstown		15,715	.0082		.0070	103	121	3,988	820	742	772	615	4,323	857	518	320
Genesee		64,638	.0336	4,427	.0290	98	113	13,693	4,379	5,506	4,248	3,029	16,249	4,227	5,823	1,722
Batavia		40,000	.0208		.0138	128	193	8,713	2,373	4,249	3,737	2,613	9,946	1,562	3,062	975
Greene		40,683	.0211	4,571	.0157	91	122	9,803	4,602	2,672	1,098	1,596	8,618	3,259	2,963	983
Catskill		16,824	.0087		.0045	145	281	3,466	1,179	1,332	795	1,159	5,020	1,086	557	371
Hamilton		5,280	.0028	4,062	.0022	92	117	987	881	1,120	55	92	682	682	283	131
Herkimer	155	66,206	.0344	3,413	.0336	91	93	18,246	4,583	5,375	2,868	3,716	10,803	4,536	4,306	1,398
Herkimer-Ilion		*31,541*	*.0164*		*.0126*	*114*	*148*	*10,468*	*1,496*	*3,391*	*1,781*	*2,157*	*6,864*	*1,577*	*1,564*	*687*
Herkimer		20,753	.0108		.0072	131	196	6,065	860	2,610	993	1,517	4,399	926	1,340	409
Little Falls		12,930	.0067		.0056	102	122	3,555	842	1,075	777	733	2,265	684	558	237

3 Saranac Lake is in Essex and Franklin counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.

© SM, 1957.

WHLI "THE VOICE OF LONG ISLAND"

DOES THE TOP SELLING JOB IN THE BIG BOOMING MAJOR LONG ISLAND MARKET!

RETAIL SALES (NASSAU)—$1,534,786,000
Ranks 11th among U.S. Counties

BUYING INCOME—Per Family $8503
Ranks 5th among U.S. Counties

"PULSE" proves WHLI has a larger daytime audience in the MAJOR LONG ISLAND MARKET than any network or independent station.

WHLI, Hempstead, Long Island, N. Y. Paul Godofsky, Pres. Represented by Gill-Perna

NEW YORK

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwrs. ($000)	Drugs ($000)
Jefferson	258	107,289	.0857	4,033	.0487	95	108	22,409	7,908	12,582	7,531	3,562	20,236	6,380	7,950	3,184
△Watertown		61,825	.0321		.0247	117	152	13,415	3,527	10,080	6,596	2,618	11,588	2,483	2,783	1,755
2 Kings	99A	2,367,284	1.2297	2,794	1.5708	98	75	778,560	221,224	242,315	256,068	168,795	220,933	84,311	69,218	66,627
Lewis		19,986	.0104	3,123	.0103	77	78	3,963	1,244	2,025	464	792	4,300	1,533	1,068	417
Livingston		43,794	.0228	4,010	.0208	86	96	9,915	3,204	2,352	1,524	2,125	11,686	3,352	3,029	870
Madison		55,655	.0289	3,786	.0280	92	95	11,292	3,701	2,535	2,375	2,504	12,916	3,926	4,702	2,002
Oneida		21,200	.0110		.0082	112	151	3,939	829	1,530	1,239	1,777	6,092	1,073	1,158	1,011
Monroe	119	680,497	.3535	4,024	.3506	108	109	156,183	49,865	102,344	80,880	38,629	129,785	34,328	38,594	21,278
▲Rochester		589,830	.3064		.2469	120	140	134,655	40,947	99,311	49,116	35,872	104,402	26,230	29,197	19,214
East Rochester		6,855	.0038		.0042	98	84	1,903	588	404	370	395	1,922	504	225	114
Montgomery		65,132	.0338	3,410	.0360	90	93	17,071	5,048	4,431	4,575	3,378	10,899	3,789	4,916	1,535
Amsterdam		40,247	.0209		.0207	108	109	10,646	3,226	3,291	3,701	2,463	7,060	1,471	2,986	930
Nassau	99A	1,534,786	.7973	4,456	.8929	130	118	403,423	118,756	186,405	113,070	81,857	252,922	86,967	113,879	38,581
Hempstead Township		1,022,819	.5313		.5624	139	131	252,189	72,774	98,916	89,628	59,198	178,253	54,798	79,272	24,346
North Hempstead Township		353,884	.1838		.1741	146	154	100,360	27,774	50,217	14,117	15,762	50,705	22,280	23,765	9,393
Oyster Bay Township		101,587	.0528		.1242	91	38	33,044	11,287	4,800	5,105	4,043	13,449	7,398	7,931	3,165
Long Beach		26,408	.0137		.0173	122	96	9,934	3,202	1,106	2,290	930	2,652	997	1,399	915
Glen Cove		29,925	.0155		.0148	115	120	7,896	1,556	1,366	1,930	1,924	7,864	1,294	1,512	772
New York (Manhattan)	99A	4,284,099	2.2254	6,813	1.6630	151	202	658,535	760,810	742,857	799,183	318,321	205,080	39,328	67,905	111,074
2▲New York City		9,733,540	5.0562		5.3557	112	105	2,520,514	1,252,406	1,224,147	1,348,317	671,419	822,652	245,902	239,745	259,534
Niagara	21	249,220	.1295	3,882	.1282	99	100	60,415	22,110	23,141	17,235	11,907	42,876	16,657	25,100	7,379
Niagara Falls		138,964	.0722		.0660	108	118	33,545	13,961	16,401	13,072	7,428	21,816	7,951	8,315	4,074
North Tonawanda-Tonawanda		*76,740*	*.0393*		*.0399*	*110*	*143*	*19,090*	*6,871*	*7,186*	*4,539*	*2,996*	*13,481*	*5,990*	*7,403*	*3,019*
Lockport		47,324	.0246		.0183	117	158	11,995	3,087	4,595	3,094	2,757	9,240	3,302	3,014	1,407
North Tonawanda		33,886	.0176		.0164	96	103	8,671	2,209	1,131	642	1,333	7,122	2,089	6,974	741
Oneida	155	271,141	.1409	3,924	.1327	95	100	65,346	21,657	26,346	21,118	14,316	44,133	17,743	19,967	7,562
▲Utica		146,457	.0761		.0645	103	122	34,801	9,165	17,934	15,377	8,810	23,151	7,634	8,746	4,054

2 The city of New York includes Bronx, Kings, Queens, New York, and Richmond Counties.

© SM, 1957.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

The Station With The Largest Audience in America

*National spot and local Source: Broadcast Advertisers Report



WHEC Rates FIRST with Rochester Listeners

Out of 360 Quarter-Hours Mondays thru Fridays, In Competition with Five other Radio Stations

WHEC RATES 275 FIRSTS and 10 Ties!

Here's the Breakdown:

	WHEC	*Station B*	*Station C*	*Stations D E & F*
*FIRSTS in the Morning	115	0	5	0
*FIRSTS in the Afternoon	70	50	0	0
*FIRSTS in the Evening	90 (10 ties)	0	20 (10 ties)	0

*COMPLETE ROCHESTER PULSE REPORT OCTOBER 1956

CBS **WHEC** *of Rochester*
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

BOOMING ROME . . .

Leads N.Y. Cities in Sales Gains

For more than a year Rome has led all New York High-Spot Cities in monthly sales gains . . . and most of the nation's cities. Month after month, Sales Management lists Rome among the U.S. markets showing the greatest sales gains.

Rome's '56 sales were 18% above 1954 . . . and continue to rise as the Air Force's big electronics research and supply base adds $37 million to the payrolls of Rome's diversified copper industries. (52 million by 1960, the Air Force says.)

Of the two metropolitan centers in Oneida County, only Booming Rome offers dynamic sales gains . . . along with high family income and median consumer spending unit income above the $4,900 level.

POPULATION	132,700
INCOME	$193,002,000
RETAIL SALES	$130,854,000

A check of ABC figures will prove The Rome Sentinel *alone* covers this booming market.

ROME DAILY SENTINEL

Call, Wire or Write
W. S. DeHimer, Adv. Dir.
for complete merchandising and marketing services to supplement your campaign

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($00	Furn.-Hous>-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
▲Rome		57,751	.0300		.0266	94	106	14,194	4,107	5,378	4,316	3,002	10,455	3,437	4,678	1,815
Onondaga	146	490,057	.2345	4,287	.2376	104	112	115,969	43,726	69,744	38,369	20,338	95,351	25,917	28,039	13,678
▲Syracuse		369,796	.1921		.1595	116	139	73,318	32,325	64,496	36,354	17,512	77,034	16,538	14,759	9,076
Ontario		81,387	.0423	4,497	.0383	97	113	16,334	7,813	6,051	4,305	3,613	17,654	4,868	7,862	2,128
Geneva		33,705	.0175		.0132	120	159	6,552	3,597	3,634	2,539	2,150	6,697	960	2,567	1,013
Canandaigua		21,533	.0112		.0058	139	229	5,096	1,831	1,281	1,627	891	5,450	1,087	1,370	690
Orange	246	219,264	.1139	4,394	.0987	100	115	58,842	17,830	18,683	14,085	11,424	41,381	10,658	15,521	5,342
△*Newburgh-Beacon*		*96,864*	*.0503*		*.0349*	*124*	*170*	*23,783*	*6,406*	*12,478*	*8,744*	*5,441*	*18,791*	*3,994*	*6,370*	*2,257*
△Newburgh		76,826	.0399		.0256	133	208	17,372	5,158	9,993	7,819	4,587	14,485	3,434	5,496	1,580
Middletown		38,878	.0202		.0152	111	147	8,168	2,278	3,831	3,926	3,802	7,037	1,628	2,459	1,061
Port Jervis		19,090	.0099		.0061	111	180	6,458	1,442	1,324	1,034	1,138	3,041	567	1,206	582
Orleans		33,268	.0173	3,485	.0161	88	95	8,814	1,915	2,416	1,639	1,421	6,066	2,016	3,216	880
Medina		14,830	.0077		.0049	129	203	3,779	448	1,609	790	639	3,336	770	883	506
Oswego		74,519	.0387	3,118	.0396	82	80	19,528	5,909	5,906	3,238	3,522	12,550	5,506	5,302	2,607
Oswego		25,917	.0135		.0124	91	99	7,807	1,821	2,121	1,852	1,052	4,435	1,458	1,066	997
Fulton		22,751	.0118		.0089	102	136	6,072	1,699	2,258	1,116	1,652	3,979	1,701	1,358	544
Otsego		67,939	.0353	3,998	.0304	95	110	12,724	4,126	7,755	2,215	1,610	12,483	3,435	5,919	1,565
Oneonta		30,261	.0157		.0109	127	183	5,661	1,911	6,234	1,456	1,062	5,680	1,197	2,309	916
Putnam		33,912	.0176	5,299	.0141	111	139	7,313	3,015	987	438	584	10,248	2,105	4,839	1,004
2 Queens	99A	1,781,940	.9257	3,214	1.1736	112	88	600,394	157,919	164,533	137,840	107,218	248,583	77,740	82,487	46,381
Rensselaer	2	182,015	.0789	3,552	.0806	97	95	39,707	11,725	15,790	16,933	8,872	25,673	9,049	5,136	3,586
▲Troy		108,466	.0563		.0485	108	125	27,787	7,238	13,454	16,713	7,143	18,030	4,593	2,186	2,476
Rensselaer		12,346	.0064		.0057	100	96	4,175	1,306	202	84	1,211	673	1,302	919	610
2 Richmond	99A	182,081	.0946	3,045	.1212	90	75	64,250	16,965	11,740	11,691	8,354	28,936	7,133	6,874	5,263
Rockland	99A	108,133	.0562	4,020	.0582	93	90	30,982	9,731	6,612	6,122	4,961	21,110	5,490	10,005	2,747
Nyack		19,807	.0103		.0057	154	278	5,371	933	1,203	2,659	1,156	5,070	633	634	456
Spring Valley		19,073	.0099		.0051	165	319	5,133	1,324	1,247	677	937	5,976	492	1,919	374
Haverstraw		14,366	.0075		.0050	132	197	4,768	880	1,062	625	956	2,335	422	1,925	429
Suffern		13,373	.0069		.0042	162	265	5,210	613	617	1,134	706	2,139	212	1,029	396
St. Lawrence		102,867	.0534	3,398	.0535	81	81	24,805	7,486	9,632	6,190	3,800	19,671	6,757	7,373	2,511
Massena		24,707	.0128		.0107	95	113	5,886	1,726	1,996	1,989	1,211	6,111	1,340	1,377	362
Ogdensburg		20,743	.0108		.0080	85	103	5,245	996	2,273	1,656	1,326	4,462	1,303	991	418

2 The city of New York includes Bronx, Kings, Queens, New York, and Richmond Counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.



Wise Birds Will Keep Their Sales Eye on the CORNING, N. Y.

$120,000,000 MARKET

with an Income of $6,271 Per Family

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Corning's ever growing market reflects the sound economy of steady employment at higher wages by such leaders in industry as Corning Glass, Ingersoll-Rand and Westinghouse.

An entire newly developed Retail Center in downtown Corning is the center of this rich market that attracts people with money to spend . . . and willing to spend it!



The CORNING LEADER · CORNING, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

NEW YORK

COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Potsdam		15,138	.0079		.0056	114	161	3,602	986	1,741	963	325	3,032	740	1,107	253
Gouverneur		12,187	.0063		.0039	126	203	2,905	728	1,220	781	525	2,985	566	1,106	270
Saratoga		75,948	.0395	3,075	.0433	89	81	21,535	8,249	3,731	3,143	2,859	13,965	5,209	4,816	1,883
Saratoga Springs		23,693	.0123		.0102	105	127	3,377	3,402	1,856	1,487	1,470	5,895	1,246	1,004	739
Mechanicville		12,241	.0064		.0052	118	145	3,274	916	640	750	347	2,807	776	939	306
Schenectady	2	192,801	.1000	3,754	.1050	110	104	52,555	13,399	25,354	15,192	9,203	27,185	10,141	12,922	5,526
▲Schenectady		169,175	.0879		.0723	126	153	45,241	11,304	23,901	15,022	8,361	23,910	8,053	11,362	4,669
Scotia		14,755	.0077		.0064	125	151	5,504	909	235	170	116	3,045	1,180	438	653
Schoharie		28,886	.0139	3,842	.0128	89	86	5,077	1,475	1,845	421	648	5,678	2,383	2,385	442
Schuyler		13,097	.0068	2,787	.0068	76	76	3,496	1,273	409	433	623	3,113	1,151	1,021	211
Seneca		30,265	.0158	4,324	.0138	86	98	7,449	2,957	640	1,139	963	7,466	3,480	2,086	929
Steuben		92,503	.0480	3,257	.0489	86	85	23,191	6,911	7,243	5,964	4,242	19,436	6,541	7,403	2,205
Corning		24,987	.0130		.0123	109	115	6,487	1,903	2,568	1,979	1,339	6,396	1,520	432	748
Hornell		23,337	.0121		.0092	103	136	5,854	1,298	2,385	2,163	1,426	4,314	1,267	2,411	572
Bath		15,447	.0080		.0050	139	222	2,965	918	1,007	1,267	732	4,561	773	1,162	265
Suffolk	99A	564,961	.2935	4,261	.2786	97	102	152,897	40,826	34,860	31,270	22,106	93,225	33,024	66,388	13,624
Patchogue		42,924	.0223		.0106	186	391	10,359	1,443	6,309	3,422	2,397	7,243	1,492	2,308	910
Babylon		30,274	.0157		.0093	179	302	12,213	1,696	832	1,255	1,176	6,033	806	1,340	903

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

Newburgh-Beacon Market Beats ALL N. Y. State Metropolitan cities in Retail Sales per Capita.

Two sure proofs of its size:—1. In the Buyer Market. 2. In the Reader Market.

1. No central city of any other Metropolitan Area in New York State approaches Newburgh's per capita retail sales of $2,370 . . . Next nearest is $1,785 . . . Only 75% as high. Such a figure can only be explained by the much larger population living outside the out-dated corporate city boundaries . . . The True Buying Market.

2. The Newburgh-Beacon News affords 91.6% coverage of the area comprising the 55,130 population ABC City Zone area. Certainly that establishes the size of the Reader Market.

Be sure Newburgh-Beacon is on your list of cities of 50,000 or more population and get your biggest sales potential in Upstate New York. No other advertising medium can afford such coverage.

The Newburgh-Beacon News

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NEW YORK

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Kings Park		17,324	.0090		.0058	70	108	4,592	1,331	977	935	653	2,810	1,087	2,212	417
Amityville		31,744	.0165		.0058	191	359	6,719	1,418	1,217	1,561	737	11,449	784	2,540	866
Lindenhurst		26,019	.0135		.0100	111	150	9,830	1,981	1,595	2,079	901	285	1,524	3,981	732
Southampton		17,895	.0093		.0050	179	332	4,276	940	978	1,360	320	4,663	676	1,984	513
Sullivan		**82,613**	**.0429**	**6,212**	**.0283**	**112**	**170**	**29,729**	**6,839**	**3,953**	**3,822**	**2,691**	**13,629**	**3,714**	**7,586**	**2,083**
Monticello		19,081	.0099		.0050	179	354	6,772	1,406	715	1,335	613	4,223	564	1,740	591
Liberty		16,387	.0085		.0047	152	274	4,111	1,307	807	1,500	761	3,156	654	1,210	464
Tioga		**34,334**	**.0178**	**3,603**	**.0186**	**87**	**93**	**7,888**	**1,527**	**1,687**	**1,299**	**736**	**5,743**	**2,848**	**2,128**	**900**
Tompkins		**67,480**	**.0351**	**3,533**	**.0400**	**97**	**85**	**16,515**	**4,660**	**5,190**	**3,786**	**2,842**	**11,736**	**4,852**	**4,335**	**2,270**
Ithaca		51,189	.0266		.0244	117	128	10,991	3,963	5,609	3,609	2,331	9,738	3,733	2,665	1,414
Ulster		**117,941**	**.0613**	**3,721**	**.0557**	**93**	**102**	**28,395**	**9,562**	**9,650**	**6,004**	**4,909**	**17,736**	**7,229**	**12,914**	**3,283**
Kingston		56,389	.0293		.0208	118	155	12,438	4,146	6,392	4,676	2,784	9,476	2,329	6,208	1,854
Warren		**72,109**	**.0374**	**5,634**	**.0285**	**106**	**153**	**16,671**	**6,840**	**7,680**	**6,008**	**3,376**	**14,938**	**3,305**	**5,053**	**2,345**
Glens Falls		46,673	.0242		.0156	129	200	11,202	2,534	6,712	5,637	2,949	7,194	1,758	3,057	1,493
Washington		**41,146**	**.0214**	**3,003**	**.0222**	**90**	**77**	**11,577**	**3,209**	**1,917**	**1,290**	**876**	**4,770**	**3,690**	**3,324**	**1,127**
Wayne		**134,657**	**.0699**	**7,698**	**.0415**	**119**	**201**	**16,885**	**4,788**	**63,080**	**2,464**	**3,067**	**18,930**	**4,151**	**7,806**	**1,780**
Newark		77,524	.0403		.0161	237	593	3,943	1,200	60,505	983	1,099	5,931	880	820	488
Westchester	**99A**	**1,010,344**	**.5249**	**4,660**	**.5806**	**134**	**121**	**261,531**	**78,105**	**118,950**	**91,830**	**60,211**	**170,928**	**54,359**	**44,531**	**25,182**
Yonkers		179,361	.0023		.1158	110	96	55,870	15,871	9,788	17,539	10,883	31,572	10,198	5,900	4,915
White Plains		186,285	.0068		.0604	190	304	29,105	10,525	35,838	29,707	17,000	29,632	6,608	6,954	2,289
Mount Vernon		99,567	.0517		.0578	129	115	24,934	6,073	7,878	8,541	8,130	19,942	3,935	3,500	2,323
New Rochelle		109,418	.0568		.0604	141	133	23,715	7,191	14,323	13,547	6,193	26,891	3,792	3,998	2,350
Port Chester		40,355	.0210		.0184	121	138	12,017	3,833	3,756	4,042	3,101	3,936	1,902	2,135	1,193
Peekskill		44,048	.0229		.0154	140	208	11,898	2,715	3,945	4,760	2,781	7,771	1,895	3,383	1,373
Ossining		22,787	.0118		.0113	112	117	7,081	1,624	933	1,297	1,322	4,879	1,094	887	528
Bronxville		18,274	.0095		.0107	249	221	6,744	1,798	1,513	1,676	273	417	1,718	...	1,052
Mount Kisco		27,580	.0143		.0075	192	367	7,347	913	762	1,966	1,266	7,634	788	2,057	386
Scarsdale		28,435	.0148		.0222	234	156	7,545	1,807	9,115	764	477	1,182	2,293	2,033	1,106
Mamaroneck		23,709	.0123		.0135	135	123	6,680	3,206	2,377	1,206	777	3,158	1,414	1,216	823
Rye		18,431	.0096		.0130	167	123	6,143	1,425	215	433	685	4,783	798	400	675
Larchmont		22,124	.0115		.0089	228	295	7,361	1,603	375	974	1,783	4,666	1,384	374	537
Tarrytown		15,050	.0078		.0087	140	126	6,082	1,814	463	980	1,256	1,375	251	1,008	635
Tuckahoe		18,995	.0099		.0063	147	230	5,703	1,547	661	250	513	6,590	1,286	531	612
Wyoming		**36,813**	**.0191**	**4,045**	**.0162**	**84**	**98**	**8,018**	**1,869**	**2,414**	**1,217**	**1,211**	**8,899**	**2,275**	**3,685**	**835**
Yates		**19,699**	**.0102**	**3,339**	**.0100**	**90**	**92**	**5,368**	**1,041**	**1,245**	**538**	**678**	**4,648**	**1,413**	**1,627**	**477**
Penn Yan		13,029	.0068		.0043	130	206	3,071	705	891	405	523	3,270	897	1,139	362
Total Above Cities		17,217,969	8.9439		8.7588	115	118	4,324,173	1,815,936	2,240,330	1,903,186	1,083,170	2,148,405	611,829	667,373	460,864
State Total		**19,813,724**	**10.2926**	**3,969**	**10.5314**	**109**	**108**	**4,996,779**	**2,047,960**	**2,386,853**	**2,064,258**	**1,160,689**	**2,595,093**	**823,598**	**933,001**	**527,277**

METRO. AREAS

RETAIL SALES — SM ESTIMATES, 1956

Albany-Schenectady-Troy	2	703,729	.3655	3,989	.3537	106	110	189,649	54,295	112,393	64,450	35,656	107,940	36,083	32,041	17,704
△Auburn	175	80,151	.0416	3,728	.0391	91	97	18,471	5,144	6,429	5,775	4,835	13,445	3,785	7,498	1,881
Binghamton	16	235,681	.1224	3,902	.1206	101	102	55,092	19,638	31,843	15,210	11,886	41,995	15,005	12,960	7,941
Buffalo	21	1,501,178	.7799	4,030	.7588	101	104	369,942	141,476	202,243	124,419	77,354	249,254	84,977	98,536	45,626
△Elmira	200	115,426	.0600	3,886	.0559	98	105	27,893	8,263	12,042	9,982	6,792	21,348	5,963	10,272	2,954
△Jamestown	213	180,671	.0935	3,375	.0909	93	98	39,560	13,173	17,031	11,059	6,752	29,182	11,361	12,236	4,018
New York-N. E. New Jersey (New York Portion Only)	99A	12,951,764	6.7281	3,968	7.1659	114	107	3,389,447	1,495,824	1,538,983	1,590,609	840,554	1,380,835	425,742	474,548	339,838

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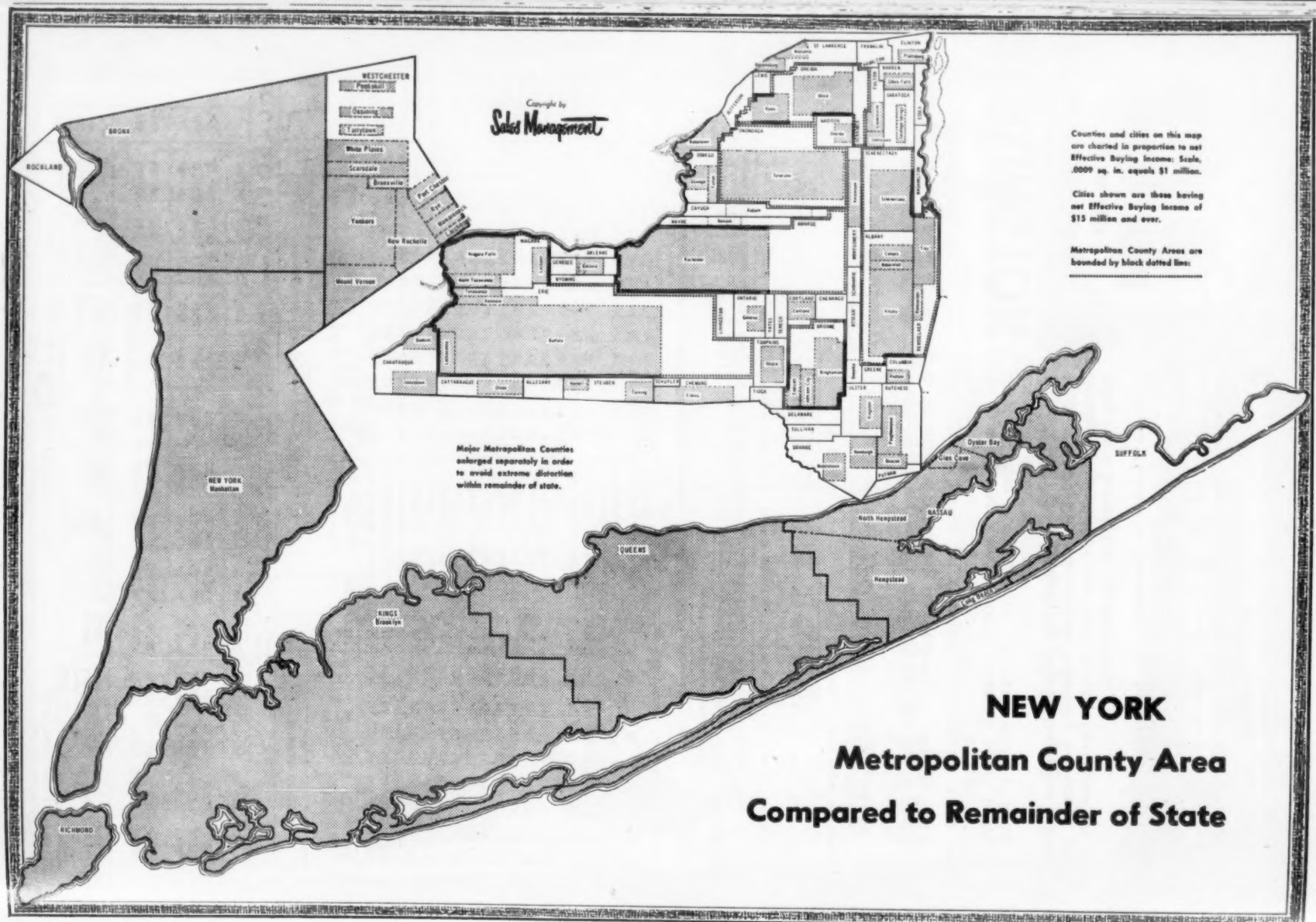
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Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0009 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by block dotted line:
Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within remainder of state.
NEW YORK
Metropolitan County Area
Compared to Remainder of State
WESTCHESTER
BRONX
ROCKLAND
NEW YORK
Manhattan
KINGS
Brooklyn
QUEENS
NASSAU
SUFFOLK
RICHMOND
Hempstead
North Hempstead
Oyster Bay
White Plains
Yonkers
New Rochelle
Mount Vernon
Rochester
Buffalo
Syracuse
Albany

MAY 10, 1957

NEW YORK — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Poughkeepsie-Newburgh-Beacon	246	397,208	.2063	4,509	.1830	99	112	98,245	32,407	40,036	24,590	18,362	72,887	21,303	26,005	10,061
Rochester	119	680,497	.3535	4,024	.3506	108	109	186,183	49,665	102,344	50,880	38,629	129,785	34,328	38,594	21,278
Syracuse	146	490,057	.2545	4,287	.2378	104	112	115,969	43,726	69,744	38,369	20,338	95,361	25,917	28,059	13,678
Utica-Rome	155	337,347	.1753	3,812	.1663	94	99	83,592	26,240	31,721	23,986	16,032	54,936	22,282	24,275	8,980
Watertown	258	107,289	.0557	4,033	.0487	95	108	22,489	7,906	12,582	7,531	3,562	20,236	6,380	7,950	3,164
Total Above Areas		17,760,998	9.2263	3,982	9.5611	111	107	4,529,532	1,897,759	2,177,391	1,986,860	1,082,752	2,197,194	693,148	772,972	475,783

NORTH CAROLINA — (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, South Carolina, Virginia, West Virginia.)

Map, page 561

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Albemarle	Stanly	14.4	214	58	21	14	14	11	20	24	17	7
Asheboro	Randolph	8.4	239	75	14	16	21	20	21	27	17	7
Asheville	Buncombe	57.4	844	180	125	73	58	54	52	96	31	32
Burlington	Alamance	29.0	481	102	60	52	51	32	30	74	14	13
Charlotte	Mecklenberg	159.6	1,631	311	291	175	127	94	73	230	57	59
Clinton	Sampson	6.0	186	48	8	14	13	9	12	23	10	9
Concord	Cabarrus	17.4	308	92	37	24	19	17	27	43	8	8
Dunn	Harnett	7.8	152	23	19	12	15	10	10	18	7	8
Durham	Durham	76.3	853	233	129	73	75	37	40	107	24	25
Elizabeth City	Pasquotank	14.6	257	105	19	14	23	15	16	25	12	3
Fayetteville	Cumberland	46.8	584	150	104	51	43	36	42	70	18	14
Forest City	Rutherford	6.2	138	25	10	8	11	13	22	19	6	3
Gastonia	Gaston	34.9	450	124	57	32	33	33	41	57	18	8
Goldsboro	Wayne	25.3	363	100	27	41	33	19	26	45	14	12
Greensboro	Guilford	90.6	1,071	225	152	118	89	68	42	151	34	33
Greenville	Pitt	18.6	325	55	60	37	23	25	23	33	7	11
Henderson-ville	Henderson	6.7	258	54	22	16	19	16	19	29	23	7
Henderson	Vance	11.9	281	76	23	25	20	16	23	36	13	11
Hickory	Catawba	16.8	331	66	35	28	29	29	34	39	14	9
High Point	Guilford	44.9	639	152	111	50	60	48	43	69	17	18
Jacksonville	Onslow	11.7	203	40	39	18	21	12	15	20	4	4
Kannapolis	Cabarrus	31.0	*	*	*	*	*	*	*	*	*	*
Kinston	Lenoir	26.3	325	80	30	27	30	22	16	37	16	15
Lenoir	Caldwell	11.5	187	42	21	16	19	14	16	16	13	6
Lexington	Davidson	15.7	321	99	34	34	20	21	29	37	13	6
Lumberton	Robeson	14.9	232	69	18	16	18	13	25	19	11	7
Marion	McDowell	3.4	137	29	16	11	10	12	14	11	14	6
Monroe	Union	11.4	198	73	18	11	14	11	19	12	13	4
Morganton	Burke	8.9	214	68	16	22	11	10	16	32	9	6
Mount Airy	Surry	8.0	272	88	35	18	19	18	19	25	15	5
New Bern	Craven	18.8	286	79	40	15	23	25	22	33	9	9
Newton	Catawba	8.2	145	31	15	12	11	12	15	22	10	3
North Wilkesboro	Wilkes	4.8	175	31	18	16	15	11	10	26	16	4
Raleigh	Wake	76.3	814	155	144	85	99	43	31	111	21	27
Reidsville	Rockingham	13.6	267	65	25	26	17	22	21	34	12	5
Roanoke Rapids	Halifax	12.9	218	77	15	25	24	13	13	13	4	4

(Continued on page 550)

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Alamance		80.3	.0475	20.9	34.2	111,705	.0393	1,391	5,345	23.8	4,693	24.8	7.9	29.0	20.8	32.7	36.0	9.5	16.6	3.9	18.7
Burlington		29.0	.0172	8.2		50,956	.0180	1,757	6,214	9.9	5,161	20.7	6.0	28.0	18.3	35.1	33.2	10.9	17.2	5.3	23.3
Alexander		14.8	.0088	3.5		11,998	.0043	811	3,428	3.9	3,042	47.6	23.3	33.8	37.5	14.8	25.1	2.6	7.0	1.2	7.1
Alleghany		7.8	.0046	2.1		6,293	.0022	807	2,997	2.3	2,693	63.3	35.0	23.9	29.8	9.3	18.0	1.5	5.7	1.6	11.5

*Not Available.

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Before using these figures, read foreword, page 11.

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Burlington typifies postwar North Carolina—a fast-growing prosperous community where both industry and wage-earners thrive in a climate of community cooperation.

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George D. Colclough, Manager

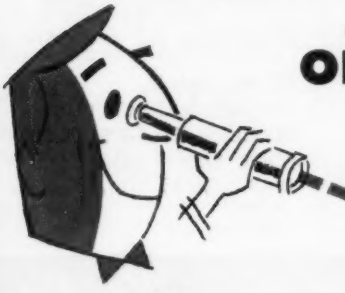
BURLINGTON, N.C.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



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**CHANNEL 10 GETS 384 FIRSTS...5 ties
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**LATEST ROCHESTER PULSE REPORT • OCTOBER 1956

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In ROCHESTER, N. Y.

IT ALL ADDS UP TO 10

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. . . FOOD SALES are highest per capita in North Carolina
. . . DRUG SALES are highest per capita in North Carolina . . . and up 20.6% over last year.
. . . MORE CADILLACS are sold per capita than anywhere in the South
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Figures from May 10, 1957 SALES MANAGEMENT

ASHEVILLE AT A GLANCE

482,800 people
INCOMES $500,438,000.
RETAIL SALES $408,708,000.
FOOD SALES $85,638,000.
DRUG SALES $14,800,000.



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MORNING EVENING
CITIZEN & TIMES
SUNDAY CITIZEN-TIMES

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

N. CAROLINA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Anson		25.6	.0152	6.0	3.3	19,499	.0069	762	3,250	6.5	3,011	51.1	25.3	28.8	32.3	16.1	27.6	2.8	7.6	1.2	7.2
Ashe		21.5	.0127	5.0		14,171	.0050	659	2,834	5.5	2,597	60.9	35.0	27.4	35.4	9.1	18.2	1.6	5.1	1.0	6.3
Avery		12.9	.0077	3.1		9,009	.0031	658	2,906	3.5	2,599	58.7	33.7	28.8	37.1	10.5	21.0	1.4	4.3	.6	3.9
Beaufort		37.0	.0219	9.0	13.3	30,572	.0108	826	3,397	10.1	3,041	52.0	28.5	29.8	32.9	13.9	23.7	2.8	7.1	1.7	10.8
Washington		11.2	.0066	3.0		11,778	.0042	1,052	3,926	3.6	3,250	47.9	22.0	30.8	31.7	16.4	26.2	2.9	7.4	2.0	12.7
Bertie		26.5	.0157	5.9		19,886	.0070	750	3,371	6.7	2,974	51.7	25.9	30.0	33.8	14.7	25.6	2.3	6.5	1.3	8.2
Bladen		30.1	.0178	6.6		21,235	.0075	705	3,217	7.1	2,975	48.4	24.2	33.0	37.4	15.2	28.4	2.5	6.8	.9	5.2
Brunswick		20.4	.0121	4.5		14,170	.0050	695	3,149	5.0	2,827	50.3	26.5	34.3	40.8	12.8	23.5	2.0	5.7	.6	3.5
Buncombe	7	134.0	.0794	35.9	63.9	182,172	.0642	1,359	5,074	43.2	4,221	31.2	11.0	32.2	25.8	26.5	32.5	6.6	12.7	3.5	18.0
▲Asheville		57.4	.0340	16.8		94,188	.0332	1,641	5,606	21.4	4,402	30.6	10.4	31.2	23.9	26.9	31.6	7.2	13.4	4.1	20.7
Burke		49.7	.0294	11.6	12.2	47,103	.0166	948	4,061	12.6	3,737	32.0	12.8	35.7	32.1	25.8	35.8	4.7	10.2	1.8	9.1
Morganton		8.9	.0053	2.5		12,506	.0044	1,405	5,002	2.9	4,242	28.9	10.2	32.6	25.3	29.0	35.5	7.0	13.4	3.1	15.6
Cabarrus		67.0	.0397	17.4	45.4	88,730	.0312	1,324	5,099	19.5	4,554	23.0	7.5	32.0	23.7	33.5	38.1	8.1	14.6	3.4	16.1
Concord		17.4	.0103	4.9		25,872	.0091	1,487	5,280	5.6	4,630	26.4	8.5	30.2	22.0	31.3	35.0	7.8	13.8	4.3	20.7
1Kannapolis		31.0	.0184	8.2		45,680	.0161	1,474	5,571	9.4	4,866	16.9	5.2	31.6	21.8	38.0	49.5	10.0	16.8	3.5	15.7
Caldwell		47.4	.0281	11.2	11.5	45,633	.0161	963	4,074	12.1	3,767	31.8	12.5	37.8	33.7	24.6	33.9	3.9	8.4	2.1	11.5
Lenoir		11.5	.0068	3.5		15,706	.0055	1,366	4,487	3.7	4,238	29.7	10.4	36.6	29.2	24.6	30.1	5.2	10.0	3.9	20.3
Camden		5.1	.0030	1.4		4,322	.0015	847	3,087	1.5	2,922	51.1	28.1	32.5	37.3	12.5	22.2	2.8	7.9	1.1	6.5
Carteret		26.6	.0158	6.9	9.7	29,018	.0103	1,091	4,267	7.8	3,710	36.4	14.8	32.5	29.5	24.3	33.9	4.7	10.4	2.1	11.6
Caswell		20.5	.0121	4.3		14,714	.0051	718	3,422	4.8	3,038	47.2	23.2	31.8	34.8	17.7	30.3	2.7	7.3	.8	4.4
Catawba		88.8	.0408	18.0	24.8	83,988	.0296	1,221	4,666	20.0	4,192	28.1	10.0	33.8	27.0	29.9	37.0	5.2	10.2	3.0	15.8
Hickory		16.6	.0098	4.6		25,108	.0088	1,513	5,458	5.6	4,474	27.6	9.2	31.5	23.7	31.2	36.1	5.6	10.3	4.1	20.7
Newton		8.3	.0049	2.4		11,633	.0041	1,419	4,847	2.5	4,693	21.3	6.8	33.2	23.8	34.0	37.6	7.5	13.1	4.0	18.7
Chatham		24.9	.0147	6.1	2.8	21,714	.0077	872	3,560	6.5	3,316	46.5	20.0	31.9	32.4	18.2	28.5	3.6	8.8	1.8	10.3
Cherokee		18.2	.0108	4.2		13,143	.0046	722	3,129	4.7	2,814	55.4	29.4	28.3	33.7	13.0	23.9	2.3	6.6	1.0	6.4
Chowan		12.7	.0075	2.9	4.7	11,611	.0041	914	4,004	3.6	3,260	50.0	22.9	26.7	27.4	17.7	26.2	3.6	9.1	2.0	12.4
Clay		5.9	.0035	1.3		3,777	.0013	640	2,905	1.5	2,461	60.5	36.6	29.9	40.8	6.3	17.6	1.0	3.5	.3	1.5
Cleveland		67.8	.0402	16.5	24.1	73,485	.0259	1,084	4,454	19.2	3,831	38.9	15.1	30.1	26.5	22.8	30.8	5.3	11.3	2.9	16.3
Shelby		18.4	.0097	4.8		27,178	.0096	1,657	5,662	5.7	4,728	27.4	8.6	30.1	21.5	29.4	32.3	8.2	14.2	4.9	23.5
Columbus		52.5	.0311	12.0	5.0	42,963	.0152	818	3,580	13.5	3,180	49.2	23.0	30.9	32.8	15.0	24.4	3.0	7.7	1.9	12.1
Whiteville		8.0	.0030	1.5		7,450	.0026	1,490	4,967	1.8	4,078	34.0	12.4	33.6	27.7	23.1	29.4	5.0	11.8	3.4	18.7

1 Kannapolis is in Cabarrus and Rowan Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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Kannapolis... A WHALE of a GOOD GROCERY MARKET!

A.B.C. CITY ZONE POPULATION

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Find out *why* Kannapolis families have *more* spendable income. Write us or our Representatives.

Among North Carolina's 15 LARGEST CITIES
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2nd in Per Family FOOD SALES!

and { 11th in TOTAL FOOD SALES
12th in Per Capita INCOME
12th in Per Family INCOME

FOOD SALES - Total: $12,095,000 Per Family: $1,475
INCOME (Net EBI) Per Capita: $1,474, Per Family: $5,571
ALL MARKET DATA FROM 1957 S.M. SURVEY of BUYING POWER

Yes, KANNAPOLIS is one of North Carolina's TOP *Quality* Food Markets
. . . *effectively* covered *only* by . . .

The Daily Independent
Kannapolis, N. C., EVENINGS (Except Sat.) AND SUNDAY
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N. CAROLINA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
Craven		58.8	.0348	13.8	18.8	71,241	.0251	1,212	5,162	21.2	3,386	47.0	20.9	27.8	27.5	19.3	29.7	4.3	10.6	1.9	11.3
New Bern		18.8	.0111	5.4		24,489	.0086	1,303	4,535	6.6	3,733	41.9	16.7	29.4	26.6	21.0	29.2	4.7	10.2	3.0	17.3
Cumberland	205	134.6	.0798	27.6	51.1	176,447	.0622	1,311	6,393	66.7	2,646	68.9	36.8	17.2	22.0	9.8	18.8	2.7	8.3	1.6	12.1
△Fayetteville		46.8	.0277	12.9		71,536	.0252	1,529	5,545	16.1	4,432	31.0	10.4	29.6	23.5	27.2	31.8	7.6	14.0	4.6	21.3
Currituck		6.1	.0036	1.8		5,927	.0020	972	3,293	1.9	3,128	47.7	22.7	29.7	32.0	18.5	30.7	2.8	7.4	1.3	7.2
Dare		5.3	.0031	1.3		5,231	.0019	987	4,024	1.7	3,055	45.8	22.3	34.7	38.2	16.4	27.7	2.3	6.3	1.0	5.5
Davidson		68.3	.0405	17.9	26.9	79,495	.0280	1,164	4,441	19.0	4,183	26.8	9.6	35.0	28.1	30.0	37.1	5.4	10.6	2.8	14.6
Lexington		15.7	.0093	4.3		20,731	.0073	1,320	4,821	4.6	4,528	25.1	8 3	33.5	24.9	31.2	35.7	6.1	11.0	4.1	20.1
Thomasville		11.2	.0066	2.8		15,011	.0053	1,340	5,361	3.3	4,615	21.3	6.9	36.2	26.5	31.5	35.3	7.1	12.5	3.9	18.8
Davie		15.6	.0092	3.9		17,228	.0061	1,104	4,417	4.5	3,790	35.4	13.9	34.9	31.1	22.2	30.3	5.0	10.7	2.5	14.0
Duplin		41.1	.0244	9.6		28,505	.0100	694	2,969	10.5	2,705	57.7	31.8	27.8	34.5	11.7	22.5	1.9	5.7	.9	5.5
Durham	44	113.8	.0674	29.5	82.5	179,026	.0631	1,573	6,069	40.8	4,393	32.5	11.0	26.5	21.9	27.4	32.3	7.5	13.9	4.1	20.9
▲Durham		76.3	.0452	20.3		129,086	.0455	1,692	6,359	29.9	4,311	33.8	11.7	28.5	22.3	26.5	31.8	7.2	13.7	4.0	20.5
Edgecombe		52.5	.0311	11.8	22.9	53,933	.0190	1,027	4,571	13.9	3,866	41.2	15.9	28.3	24.7	22.0	29.5	5.1	10.7	3.4	19.2
Tarboro		8.9	.0053	2.2		12,242	.0043	1,376	5,565	2.7	4,481	35.8	11.9	27.9	20.9	24.5	28.4	6.6	12.0	5.2	26.8
2Rocky Mount																					
Forsyth	165	176.1	.1043	48.0	120.4	275,455	.0971	1,564	5,739	59.0	4,666	27.2	8.7	30.9	22.2	29.4	32.7	7.8	13.7	4.7	22.7
▲Winston-Salem		111.1	.0658	31.9		192,864	.0680	1,736	6,046	41.1	4,691	28.5	9.1	30.6	21.9	27.9	30.8	8.0	13.9	5.0	24.3
Franklin		30.7	.0182	7.0	2.6	24,430	.0086	796	3,490	8.0	3,035	51.0	25.1	28.9	32.0	15.8	26.9	3.0	8.0	1.3	8.0

2 Rocky Mount is in Edgecombe and Nash Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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1/5 of North Carolina's TOTAL RETAIL SALES and 1/5 of North Carolina's RETAIL SALES GAIN is in

THE GROWING GREENSBORO ABC RETAIL TRADING AREA



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50 Prosperous Counties • 2.1 Million Population
$2.7 Billion Market • $2.1 Billion Retail Sales

N. CAROLINA

Cont. form page 546

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Rockingham	Richmond	4.5	158	33	9	19	15	9	15	25	8	3
Rocky Mount	Nash	32.0	484	140	47	42	54	28	28	54	15	12
Roxboro	Person	5.3	179	42	11	29	10	11	9	33	13	4
Salisbury	Rowan	22.5	374	101	41	31	38	19	22	52	11	9
Sanford	Lee	12.8	207	41	14	29	23	20	14	28	10	7
Shelby	Cleveland	16.4	271	72	18	35	12	16	22	39	12	7
Smithfield	Johnston	6.2	133	29	15	15	12	7	13	14	7	4
Statesville	Iredell	20.0	316	90	32	27	29	20	20	34	17	8
Tarboro	Edgecombe	8.9	130	38	13	12	10	5	10	14	4	9
Thomasville	Davidson	11.2	198	48	27	21	15	17	17	25	9	3
Washington	Beaufort	11.2	242	73	28	26	17	21	12	19	11	7
Waynesville	Haywood	6.1	149	27	18	13	10	10	18	21	4	4
Whiteville	Columbus	5.0	143	28	14	14	7	10	11	24	10	5
Wilmington	New Hanover	53.9	702	191	113	50	71	51	29	77	19	23
Wilson	Wilson	26.3	378	85	44	30	44	34	23	44	11	10
Winston-Salem	Forsyth	111.1	1,084	299	178	100	94	61	63	104	41	31

COUNTIES CITIES (continued)

	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME—SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 Units %	$0-2,499 Inc. %	$2,500-3,999 Units %	$2,500-3,999 Inc. %	$4,000-6,999 Units %	$4,000-6,999 Inc. %	$7,000-9,999 Units %	$7,000-9,999 Inc. %	$10,000 & over Units %	$10,000 & over Inc. %
Gaston	209	125.5	.0743	31.6	69.1	162 219	.0671	1,293	5,101	38.1	4,498	23.4	7.8	33.3	24.9	32.7	37.6	7.2	13.1	3.4	16.6
△Gastonia		34.9	.0207	9.1		51,459	.0181	1,474	5,655	11.0	4,670	23.6	7.5	32.9	23.6	31.6	35.1	7.7	13.4	4.2	20.2
Gates		9.6	.0057	2.3		6,267	.0022	653	2,725	2.4	2,625	63.1	35.6	24.3	31.1	9.4	18.5	2.0	6.3	1.2	8.3
Graham		7.3	.0044	1.7		5,760	.0021	789	3,388	2.0	2,899	53.9	27.7	28.6	33.2	14.1	25.2	2.1	6.0	1.3	7.9
Granville		32.6	.0193	6.8	6.9	26,133	.0099	863	4,137	7.9	3,541	42.5	17.9	32.2	30.6	18.5	27.1	4.3	10.0	2.5	14.4
Greene		17.8	.0105	3.6		14,962	.0053	841	4,156	4.0	3,698	48.8	19.6	26.1	23.7	16.5	23.2	4.8	10.7	3.8	22.8
Guilford	58	220.4	.1306	58.0	147.5	363,147	.1279	1,648	6,261	75.0	4,841	28.4	8.7	28.2	19.7	29.4	31.4	8.6	14.4	5.4	25.8
▲Greensboro		90.6	.0537	24.0		175,452	.0618	1,937	7,311	35.9	4,889	30.9	9.4	26.3	18.1	27.8	29.5	9.1	15.2	5.9	27.8
▲High Point		44.9	.0266	12.7		73,689	.0260	1,641	5,802	15.4	4,772	26.8	8.4	30.9	21.8	29.4	32.0	7.7	13.1	5.2	24.7
Halifax		60.6	.0359	13.1	18.8	54,754	.0193	904	4,180	15.3	3,574	44.2	18.4	29.1	27.5	19.7	28.5	4.3	9.8	2.7	15.8
Roanoke Rapids		12.9	.0076	3.7		18,713	.0066	1,451	5,058	4.3	4,367	30.9	10.5	30.2	23.2	28.0	33.3	7.0	13.1	3.9	19.9
Harnett		54.6	.0323	12.7	10.8	52,783	.0186	967	4,156	15.0	3,526	41.0	17.3	32.2	30.7	20.5	30.2	4.2	9.7	2.1	12.1
Dunn		7.6	.0045	2.0		10,007	.0035	1,317	5,004	2.5	4,016	36.6	13.6	33.0	27.7	21.1	27.3	5.6	11.3	3.7	20.1
Haywood		39.8	.0236	10.1	11.0	44,414	.0157	1,116	4,397	10.9	4,061	32.9	12.1	27.4	22.7	30.6	39.0	6.6	13.3	2.5	12.9
Waynesville		6.1	.0036	1.7		7,671	.0027	1,258	4,512	2.0	3,882	34.2	13.1	31.0	27.0	27.1	36.1	5.3	11.2	2.4	12.6
Henderson		33.5	.0198	9.3	6.7	36,523	.0128	1,090	3,927	10.1	3,603	42.7	17.6	31.4	29.4	19.0	27.3	4.1	9.3	2.8	16.4
Hendersonville		6.7	.0040	2.1		9,622	.0034	1,436	4,582	2.5	3,911	38.9	14.8	32.2	27.7	20.5	27.2	4.8	10.0	3.6	20.3
Hertford		22.0	.0131	4.8	3.8	17,025	.0060	774	3,547	5.8	3,064	50.5	24.6	30.8	34.1	14.2	24.1	2.8	7.5	1.6	9.7
Hoke		15.9	.0094	3.3		9,985	.0035	628	3,026	3.6	2,802	55.8	29.7	27.0	32.3	13.8	25.6	2.6	7.5	.8	4.9
Hyde		5.9	.0035	1.4		4,022	.0015	682	2,873	1.6	2,464	63.8	38.6	25.2	34.3	8.8	18.5	1.8	6.1	.4	2.5
Iredell		60.1	.0356	15.5	25.8	64,808	.0228	1,078	4,181	17.0	3,804	34.3	13.4	32.7	28.9	25.6	34.9	5.3	11.4	2.1	11.4
Statesville		20.0	.0118	5.6		24,753	.0087	1,238	4,420	6.2	4,017	33.3	13.3	32.4	27.2	25.6	33.0	5.8	11.8	2.9	15.7
Jackson		18.8	.0111	4.3		13,754	.0048	732	3,199	4.9	2,796	54.5	29.0	29.7	35.8	12.7	23.5	2.2	6.5	.9	5.2
Johnston		65.5	.0386	15.7	8.8	54,512	.0193	832	3,472	17.3	3,154	47.7	22.5	31.4	33.6	16.3	26.8	3.0	7.6	1.6	9.5
Smithfield		6.2	.0037	1.7		8,596	.0030	1,386	5,056	2.0	4,220	32.9	11.6	33.5	26.7	24.2	29.7	5.3	10.3	4.1	21.7
Jones		10.6	.0063	2.8		7,512	.0026	709	3,005	2.5	3,055	50.4	24.6	28.7	31.5	16.2	27.5	3.5	9.4	1.2	7.0
Lee		27.1	.0161	6.4	12.9	30,695	.0108	1,133	4,796	7.8	3,942	32.9	12.5	33.7	28.7	25.4	33.3	5.3	11.0	2.7	14.5
Sanford		12.8	.0076	3.5		18,173	.0064	1,420	5,192	4.2	4,322	29.0	10.0	33.5	26.0	27.4	32.9	6.4	12.1	3.7	19.0
Lenoir		49.2	.0291	11.5	26.3	49,365	.0174	1,003	4,293	13.6	3,639	45.5	18.6	29.0	28.9	17.7	25.2	4.7	10.4	3.1	18.9
Kinston		26.3	.0156	7.4		35,238	.0124	1,340	4,762	9.2	3,844	42.6	16.5	29.4	25.8	19.2	25.8	5.2	11.0	3.6	20.9
Lincoln		28.2	.0167	6.9	5.6	26,286	.0093	932	3,810	7.2	3,639	37.4	15.3	35.9	33.2	21.0	29.9	3.2	7.2	2.5	14.4
McDowell		27.4	.0163	6.7	6.3	27,943	.0098	1,020	4,171	7.6	3,683	33.9	13.7	35.8	32.5	24.1	33.9	4.6	10.2	1.8	9.7
Marion		3.4	.0020	1.0		5,238	.0018	1,541	5,238	1.1	4,627	29.8	9.6	30.9	22.4	28.5	32.0	5.5	9.7	5.3	26.3
Macon		16.4	.0097	3.9		11,888	.0042	725	3,048	4.2	2,836	54.2	28.5	28.6	33.9	13.5	24.7	2.9	8.4	.8	4.5
Madison		19.3	.0114	4.3		13,854	.0049	718	3,222	5.7	2,417	64.0	39.5	28.3	36.7	8.0	17.1	1.2	3.9	.5	2.8
Martin		28.7	.0170	6.1	5.2	21,136	.0074	737	3,465	6.9	3,059	50.4	24.6	29.5	32.4	15.9	26.9	2.8	7.4	1.4	8.7

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

Gastonia takes a
GIANT STEP FORWARD



into a
METROPOLITAN COUNTY AREA*

and for the 5th Consecutive
Year in North Carolina
1st IN PER CAPITA **FOOD SALES**

also presently rated

2nd IN PER CAPITA **AUTOMOTIVE SALES**
3rd IN PER CAPITA **GEN. MDSE & F-H-R SALES**
5th IN PER CAPITA **TOTAL RETAIL SALES**

AND ITS GREATEST SELLING POINT IN THIS MARKET OF 125,000 is

Reaches 90% of all urban families in Gaston County

GASTONIA GAZETTE

92.5% of all families in the Gastonia ABC City Zone

GASTONIA, NORTH CAROLINA

All time circulation high of 20,037

Publisher's Statement for 6 mo. ending Sept. 30, 1956

and all time high in lineage in 1956 of 7,489,986 lines — a gain of 59.1% in 10 years

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*Sales Management—1956 Survey of Buying Power

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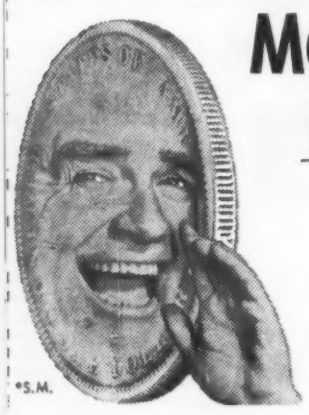
N. CAROLINA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
3Mecklenberg	26	235.9	.1398	63.3	166.8	416,878	.1469	1,767	6,586	79.1	5,272	25.5	7.2	26.9	17.3	30.9	30.3	10.0	15.4	6.7	29.8
▲Charlotte		159.6	.0945	45.4		309,683	.1091	1,940	6,821	57.4	5,398	25.3	7.0	26.7	16.6	30.6	29.4	10.2	15.4	7.2	31.6
Mitchell		14.4	.0085	3.4		10,530	.0037	731	3,097	3.7	2,858	54.4	26.4	29.8	34.9	12.4	22.5	2.2	6.4	1.2	7.8
Montgomery		17.7	.0105	4.3		15,911	.0057	899	3,700	4.8	3,319	44.9	19.8	31.9	32.4	19.2	29.9	3.1	7.8	1.8	10.4
Moore		33.2	.0196	8.2	4.3	36,730	.0129	1,106	4,479	9.7	3,803	40.1	15.7	32.2	26.5	19.9	27.1	4.5	9.8	3.3	18.9
Nash		62.6	.0371	14.3	18.0	60,487	.0213	966	4,230	16.2	3,736	41.4	16.5	31.2	28.0	19.7	27.4	4.6	10.1	3.1	18.0
2Rocky Mount		32.0	.0190	8.9		45,335	.0160	1,417	5,094	10.7	4,230	34.5	12.3	30.9	24.4	24.5	30.0	6.1	11.9	4.0	21.5
New Hanover	260	74.6	.0442	20.8	53.9	99,591	.0351	1,335	4,788	24.7	4,038	36.3	13.4	30.3	25.3	24.2	31.0	5.8	11.7	3.4	18.6
△Wilmington		53.9	.0319	14.6		78,383	.0276	1,454	5,369	19.3	4,067	36.4	13.3	30.2	25.0	24.0	30.6	5.9	11.8	3.5	19.3
Northampton		28.2	.0167	5.9		20,274	.0071	719	3,436	6.6	3,066	54.3	26.4	28.1	30.8	12.5	21.1	3.1	8.3	2.0	13.4
Onslow		56.9	.0337	11.0	15.4	76,926	.0279	1,387	7,175	26.3	2,999	54.3	27.0	25.0	28.1	15.9	27.5	3.4	9.1	1.4	8.3
Jacksonville		11.7	.0069	3.4		17,483	.0062	1,494	5,142	4.6	3,800	42.7	16.7	25.6	22.7	22.7	31.0	6.2	13.4	2.8	16.2
Orange		39.7	.0235	8.9	10.7	59,379	.0209	1,496	6,672	16.1	3,698	47.7	19.2	26.3	23.9	17.6	24.7	4.8	10.7	3.6	21.5
Pamlico		10.4	.0062	2.5		8,379	.0029	806	3,352	2.9	2,924	52.4	26.7	30.6	35.3	13.5	23.9	2.2	6.1	1.3	8.0
Pasquotank		27.3	.0162	7.2	14.6	31,325	.0111	1,147	4,351	8.9	3,511	43.0	18.2	29.8	28.6	20.8	30.8	4.2	9.7	2.2	12.7
Elizabeth City		14.6	.0086	4.2		18,766	.0066	1,285	4,468	5.0	3,723	39.8	15.9	29.8	27.0	22.9	31.8	4.9	10.8	2.6	14.5
Pender		18.6	.0110	4.3		12,930	.0045	695	3,007	4.5	2,857	57.0	29.7	26.6	31.3	12.6	22.9	2.4	6.8	1.4	9.3
Perquimans		9.5	.0056	2.5		7,836	.0028	825	3,134	2.7	2,915	55.7	28.4	28.4	32.8	11.8	21.0	2.5	7.1	1.6	10.7
erson		24.0	.0142	5.4	5.3	19,985	.0070	833	3,701	6.0	3,314	41.2	18.5	33.7	34.2	20.3	31.8	3.6	8.8	1.2	6.7
Roxboro		5.3	.0031	1.5		6,442	.0023	1,215	4,295	1.7	3,761	36.7	14.5	33.2	29.8	22.1	30.4	5.6	12.2	2.4	13.1

3 Information received too late for inclusion above suggests that current population in Mecklenburg county is 259,000, allowing for a 13% gain since 1950 due to migration.
2 Rocky Mount is in Edgecombe and Nash Counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.
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*S.M.

MORE DOLLARS SMILE for SALES
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Prosperous Resort, Port-Industry and Farm Region
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39 of the top **50** Metropolitan Areas in POPULATION

1957 SURVEY OF BUYING POWER ADVANCE DATA
METROPOLITAN AREAS - TOP 50 MARKETS
POPULATION

AREA	POPULATION	RANK
NEW YORK & N.E. NEW JERSEY	14,406.1	1
CHICAGO	6,183.0	2
LOS ANGELES-LONG BEACH	5,850.2	3
PHILADELPHIA	4,211.1	4
DETROIT	3,625.9	5
BOSTON	2,991.6	6
SAN FRANCISCO-OAKLAND	2,671.6	7
PITTSBURGH	2,355.6	8
ST. LOUIS	1,932.8	9
WASHINGTON, D.C.	1,917.7	10
CLEVELAND	1,666.0	11
BALTIMORE	1,533.9	12
MINNEAPOLIS-ST. PAUL	1,295.9	13
BUFFALO	1,264.3	14
HOUSTON	1,134.1	15
MILWAUKEE	1,100.3	16
CINCINNATI	1,036.7	17
KANSAS CITY (MO.)	972.4	18
SAN DIEGO	875.7	19
ATLANTA	843.7	20
DALLAS	823.9	21
NEW ORLEANS	813.7	22
PORTLAND (ORE.)	811.9	23
SEATTLE	782.1	24
MIAMI	765.6	25
DENVER	756.4	26
PROVIDENCE-PAWTUCKET	696.7	27
LOUISVILLE		28
SAN BERN		

37 of the top **50** Metropolitan Areas in TOTAL RETAIL SALES

1957 SURVEY OF BUYING POWER ADVANCE DATA
METROPOLITAN AREAS - TOP 50 MARKETS
TOTAL RETAIL SALES

AREA	DOLLAR VOLUME	RANK
NEW YORK & N.E. NEW JERSEY	$17,498,328	1
CHICAGO	8,524,669	2
LOS ANGELES-LONG BEACH	8,485,175	3
PHILADELPHIA	4,839,015	4
DETROIT	4,758,632	5
BOSTON	3,864,632	6
SAN FRANCISCO-OAKLAND	3,536,965	7
PITTSBURGH	2,617,236	8
CLEVELAND	2,388,956	9
WASHINGTON, D.C.	2,366,032	10
ST. LOUIS	2,288,574	11
BALTIMORE	1,797,967	12
MINNEAPOLIS-ST. PAUL	1,672,761	13
BUFFALO	1,501,178	14
MILWAUKEE	1,451,481	15
HOUSTON	1,409,543	16
MIAMI	1,376,960	17
KANSAS CITY (MO.)	1,370,978	18
CINCINNATI	1,331,119	19
DALLAS	1,243,122	20
ATLANTA	1,178,805	21
SEATTLE	1,129,831	22
DENVER	1,042,393	23
PORTLAND (ORE.)	1,013,646	24
SAN DIEGO	1,002,462	25
INDIANAPOLIS	911,459	26
NEW ORLEANS	885,619	27
BRDGPT-STMFD-NRWK	880,917	28
HARTFORD-N. BRITAIN	877,258	29
COLUMBUS (O.)		
NEW HA TERBUR		

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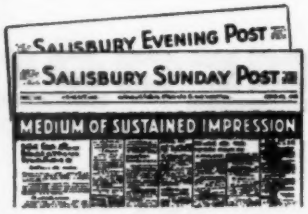
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SALISBURY NORTH CAROLINA MARKET

Greater Salisbury includes Spencer and East Spencer. Combined population 25,788



Ward-Griffith Co. Representatives

Write for your copy of the 1957 FOOD PREFERENCE SURVEY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

N. CAROLINA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Pitt		65.6	.0389	14.8	20.8	63,108	.0223	962	4,264	18.2	3,486	40.9	21.0	27.1	26.3	17.1	25.6	4.1	9.7	2.8	17.4
Greenville		18.6	.0110	4.7		25,822	.0091	1,388	5,494	7.0	3,695	46.7	18.8	26.3	24.1	18.7	26.2	4.9	10.8	3.4	20.1
Polk		11.5	.0068	3.0		12,513	.0044	1,088	4,171	3.4	3,712	46.7	18.8	27.4	24.8	17.5	24.4	4.8	10.6	3.6	21.4
Randolph		53.6	.0318	13.9	8.4	60,558	.0213	1,130	4,357	15.4	3,942	32.2	12.2	31.3	26.6	27.9	36.7	6.4	13.3	2.2	11.2
Asheboro		8.4	.0050	2.5		13,972	.0049	1,663	5,589	3.1	4,513	27.1	9.0	30.4	22.6	30.5	35.0	8.3	15.0	3.7	18.4
Richmond		40.4	.0239	10.1	15.3	48,460	.0171	1,200	4,798	11.1	4,347	31.5	10.8	28.6	22.2	29.0	34.5	7.2	13.5	3.7	19.0
Rockingham		4.5	.0027	1.4		6,428	.0023	1,428	4,591	1.5	4,320	32.7	11.3	31.8	24.8	25.0	30.0	6.3	11.8	4.2	22.1
Robeson		95.0	.0563	20.4	14.9	75,163	.0265	791	3,684	23.5	3,200	49.3	22.9	29.6	31.0	15.6	25.3	3.7	9.6	1.8	11.2
Lumberton		14.9	.0088	4.0		19,943	.0070	1,338	4,986	5.1	3,928	42.0	15.9	28.5	24.5	20.2	26.7	5.5	11.3	3.8	21.6
Rockingham		69.4	.0411	17.9	27.1	81,411	.0287	1,173	4,548	19.8	4,105	28.9	10.5	34.1	27.9	28.1	35.5	6.2	12.4	2.7	13.7
Reidsville		13.6	.0081	4.0		19,798	.0070	1,456	4,950	4.5	4,363	27.7	9.5	31.7	24.3	29.8	35.4	7.5	14.1	3.3	16.7
Rowan		80.9	.0479	21.8	33.5	109,300	.0385	1,351	5,014	25.0	4,370	26.5	9.0	30.4	23.5	32.9	39.0	7.1	13.3	3.1	15.2
Salisbury-Spencer-East Spencer		*23.8*	*.0171*	*8.6*		*50,041*	*.0176*	*1,738*	*5,819*												
Salisbury		22.5	.0133	6.7		40,882	.0144	1,817	6,102	8.9	4,591	28.8	9.4	28.0	20.4	31.2	35.2	7.7	13.8	4.3	21.2
1Kannapolis																					
Rutherford		45.3	.0269	11.4	16.7	43,523	.0153	961	3,818	12.1	3,598	38.8	16.1	32.1	30.0	22.7	32.7	4.4	9.9	2.0	11.3
Forest City		6.2	.0037	1.8		8,453	.0030	1,363	4,696	2.0	4,201	30.6	10.9	33.5	26.7	27.3	33.7	5.0	9.8	3.6	18.9
Sampson		50.6	.0299	11.5	6.0	35,187	.0124	695	3,060	12.8	2,746	56.4	30.6	29.4	36.0	11.1	21.0	2.1	6.1	1.0	6.3
Clinton		6.0	.0036	1.7		7,322	.0026	1,220	4,307	2.1	3,553	40.1	16.8	32.8	31.1	19.9	29.1	5.2	12.0	2.0	11.0
Scotland		27.4	.0163	6.2	7.6	21,738	.0077	793	3,506	6.8	3,213	47.6	22.1	29.0	31.2	17.8	28.6	3.3	8.3	1.7	9.8
Stanly		40.4	.0239	10.8	14.4	47,022	.0165	1,164	4,354	12.2	3,846	30.7	11.9	35.8	31.3	26.3	35.5	5.2	11.0	2.0	10.3
Albemarle		14.4	.0085	4.2		20,441	.0072	1,420	4,867	4.6	4,399	25.0	8.5	33.8	25.8	30.7	36.2	7.3	13.5	3.2	16.0
Stokes		20.2	.0120	4.8		18,416	.0065	912	3,837	5.4	3,396	38.8	17.0	37.0	36.6	19.2	29.3	3.5	8.5	1.5	8.6
Surry		47.6	.0282	11.8	13.8	51,744	.0183	1,087	4,385	13.2	3,926	35.3	13.4	34.0	29.1	23.2	30.6	4.3	8.9	3.2	18.0
Mount Airy		8.0	.0047	2.2		11,974	.0042	1,497	5,443	2.6	4,529	30.8	10.1	33.5	24.9	25.6	29.3	4.8	8.7	5.3	27.0

1 Kannapolis is in Cabarrus and Rowan Counties.

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Before using these figures, read foreword, page 11.

FOR THAT SOUTHERN PLANT

We invite you to consider

GREENVILLE

Located in un-crowded Eastern NORTH CAROLINA

Ample Water . . . Power . . . Labor. Facilities for Rail . . . Truck . . . Air . . . and Water Transportation. Cooperative State, County, and City Governments.

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GREENVILLE, NORTH CAROLINA

WATCH FOR

JULY 10, 1957

The Survey of Industrial Buying Power

The Survey of Industrial Buying Power, for years a regular feature of the May 10 Survey of Buying Power, comes into its own this year — and will be published as a *separate issue* of Sales Management. Publication date: July 10.

• Your No. 1 Salesmakers in the Billion $$$ PLUS Market •

Retail Sales—

Raleigh Met. Area ..... **$221,410,219*** (3rd in N.C.)

33 County Golden Belt . **$1,152,455,231*** (30% of N.C.)

Raleigh Per Family Income ..... **$7322**** (1st in N.C.)

Use the No. 1 Salesmakers to reach this top-ranking agricultural-industrial market . . . the ONLY Morning-Evening-Sunday Newspapers in the entire 33 County Area.

*Actual Offical N. C. Dept. of Revenue Sales Tax Figures
**SM Survey—5/10/57



●Represented by THE BRANHAM COMPANY

Morning & Evening
143,433

Evening & Sunday
153,804

(ABC Pub. Statement 3/31/56)

N. CAROLINA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&ever % Units	$10,000&ever % Inc.
Swain		9.1	.0053	2.3		7,016	.0024	771	3,050	2.3	3,098	55.5	26.7	27.4	30.0	12.3	20.5	2.3	5.9	2.5	16.9
Transylvania		16.6	.0099	3.8	4.4	16,420	.0058	989	4,321	5.1	3,241	46.3	21.3	30.0	31.2	18.1	28.9	4.1	10.3	1.5	8.3
Tyrell		5.1	.0030	1.2		3,743	.0013	734	3,119	1.4	2,627	58.7	33.3	28.3	36.4	10.5	20.6	1.8	5.5	.7	4.2
Union		44.2	.0262	10.7	11.4	39,682	.0140	898	3,709	11.8	3,360	43.0	19.1	32.3	32.6	19.3	29.8	3.7	8.9	1.7	9.6
Monroe		11.4	.0068	2.9		3,354	.0047	1,171	4,605	3.4	3,898	36.0	13.8	32.8	28.3	23.2	30.9	5.0	10.4	3.0	16.6
Vance		32.9	.0195	7.8	11.9	33,008	.0117	1,003	4,232	8.9	3,720	39.8	15.9	29.5	26.8	23.5	32.7	4.7	10.3	2.5	14.3
Henderson		11.9	.0070	3.2		15,698	.0055	1,319	4,906	3.8	4,185	33.9	12.1	30.6	24.6	26.0	32.2	5.8	11.3	3.7	19.8
Wake	115	159.9	.0947	39.3	84.9	238,059	.0838	1,489	6,057	55.6	4,280	36.7	12.8	27.4	21.5	24.1	29.2	7.6	14.5	4.2	22.0
▲Raleigh		76.3	.0452	19.5		142,773	.0503	1,871	7,322	31.8	4,486	35.9	11.9	26.2	19.6	24.6	28.5	8.4	15.3	4.9	24.7
Warren		23.7	.0140	4.9		16,428	.0058	693	3,353	5.4	3,061	54.2	26.4	27.5	30.3	13.4	22.7	2.9	7.6	2.0	13.0
Washington		13.4	.0080	3.0	4.7	12,807	.0045	956	4,268	3.7	3,463	41.8	18.0	31.3	30.3	21.6	32.4	3.4	8.1	1.9	11.2
Watauga		18.1	.0107	4.1	3.0	12,951	.0046	716	3,158	5.1	2,523	63.0	37.2	25.4	33.9	9.2	18.9	1.7	5.4	.7	4.6
Wayne		68.2	.0404	15.9	28.2	59,888	.0211	878	3,767	18.1	3,316	48.0	21.6	29.6	29.9	16.7	26.2	3.5	8.6	2.2	13.7
Goldsboro		25.3	.0150	7.2		31,118	.0110	1,230	4,322	8.3	3,740	42.7	17.0	29.9	26.9	19.6	27.2	4.6	10.1	3.2	18.8
Wilkes		46.1	.0273	10.9	4.8	34,890	.0123	757	3,201	11.7	2,979	50.0	25.0	31.7	35.8	14.8	25.7	2.3	6.4	1.2	7.1
North Wilkesboro		4.8	.0028	1.4		6,706	.0024	1,397	4,790	1.6	4,236	37.5	13.2	31.1	24.8	21.2	25.9	5.4	10.3	4.8	25.8
Wilson		55.3	.0328	13.0	26.3	62,686	.0221	1,134	4,822	15.6	4,011	41.2	15.3	30.5	25.6	19.0	24.6	5.0	10.2	4.3	24.3
Δ Wilson		26.3	.0156	7.2		40,842	.0144	1,553	5,673	9.4	4,329	37.9	13.0	29.8	23.3	21.3	25.5	5.8	10.9	5.2	27.3
Yadkin		22.9	.0135	5.6		19,992	.0070	873	3,570	6.0	3,324	41.3	18.5	32.4	32.8	21.4	33.3	3.7	9.1	1.2	6.3
Yancey		15.6	.0093	3.5		10,105	.0036	648	2,887	3.8	2,670	57.2	31.9	30.4	38.3	9.6	18.6	2.0	6.1	.8	5.1
Total Above Cities		1,324.0	.7842	367.3		2,134,243	.7520	1,612	5,811	471.3	4,496	31.3	10.3	29.5	21.9	27.1	31.0	7.5	13.6	4.6	23.2
State Total		4,409.7	2.6123	1,077.5	1,592.4	5,074,557	1.7881	1,151	4,710	1,322.1	3,838	39.7	15.4	29.5	25.9	22.4	30.3	5.4	11.5	3.0	16.9

SM Standard (▲) and Potential (Δ) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.



NIELSEN REPORTS:

EVERY DAY . . .

WNCT *reaches over 40% more homes in Eastern North Carolina than any other station.*

CBS **WNCT . . . channel 9**

EASTERN CAROLINA'S NO 1 TELEVISION STATION
A. HARTWELL CAMPBELL, GEN. MGR.
Represented Nationally by HOLLINGBERY

Careful reading of the explanatory introduction, starting on page 11, will help you make the most profitable use of the Survey of Buying Power data.



Source: 1956 Survey by A. C. Nielsen Co.

N. CAR. METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Asheville	7	134.0	.0794	35.9	63.9	182,172	.0642	1,359	5,074
Charlotte	26	235.9	.1398	63.3	166.8	416,878	.1469	1,767	6,586
Durham	44	113.8	.0674	29.5	82.5	179,026	.0631	1,573	6,069
△Fayetteville	205	134.6	.0798	27.6	51.1	176,447	.0622	1,311	6,393
△Gastonia	209	125.5	.0743	31.8	69.1	162,219	.0571	1,293	5,101
Greensboro-High Point	88	229.4	.1306	58.0	147.5	363,147	.1279	1,648	6,261
Raleigh	115	159.9	.0947	39.3	84.9	238,059	.0838	1,489	6,057
△Wilmington	280	74.6	.0442	20.8	53.9	99,581	.0351	1,335	4,788
Winston-Salem	165	178.1	.1043	48.0	120.4	275,455	.0971	1,564	5,739
Total Above Areas		1,374.8	.8145	354.2	840.1	2,092,994	.7374	1,522	5,909

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Alamance		80,445	.0418	3,849	.0417	88	88	19,129	4,104	9,010	5,271	5,851	15,738	7,011	6,469	2,457
Burlington		56,615	.0294		.0213	124	171	11,716	2,489	6,193	4,716	3,781	11,909	4,757	4,982	1,669
Alexander		11,653	.0061	3,329	.0058	68	59	2,753	151	2,721	232	834	2,533	963	564	32
Alleghany		4,297	.0022	2,046	.0026	57	48	568	203	609	50	384	1,655	300	209	247
Anson		12,581	.0066	2,097	.0065	56	43	2,736	415	2,011	594	886	3,071	1,019	1,083	237
Ashe		6,935	.0036	1,387	.0061	48	28	1,096	91	1,447	358	494	1,995	443	404	220
Avery		3,733	.0019	1,204	.0037	48	25	439	110	1,305	61	91	386	506	350	243
Beaufort		30,125	.0156	3,347	.0144	66	71	6,909	986	3,004	1,843	1,896	5,656	1,917	3,786	709
Washington		21,498	.0112		.0068	108	170	4,695	701	3,142	1,389	1,541	4,589	1,217	2,558	468
Bertie		12,300	.0064	2,085	.0086	55	41	2,370	80	2,006	238	404	3,282	1,221	670	220
Bladen		19,072	.0099	2,890	.0103	56	56	3,547	131	3,156	1,289	435	5,471	1,715	2,657	273
Brunswick		8,488	.0045	1,888	.0063	32	37	2,295	436	782	47	180	1,837	1,277	784	451
Buncombe	7	144,528	.0750	4,026	.0704	89	94	30,411	6,582	24,774	7,980	6,957	19,843	10,994	9,295	6,039
▲Asheville		121,243	.0630		.0423	124	185	23,265	5,113	22,656	7,187	6,061	17,062	7,705	7,738	5,034
Burke		28,769	.0150	2,480	.0187	64	51	8,175	1,087	2,718	1,983	1,549	4,172	3,122	3,517	861
Morganton		20,248	.0105		.0064	121	198	4,971	638	1,795	1,748	995	3,364	1,817	3,146	580
Cabarrus		69,780	.0362	4,010	.0344	87	91	18,262	2,317	8,570	3,998	6,738	13,836	6,416	3,390	2,464
Concord		32,009	.0167		.0116	113	162	7,169	1,634	4,591	1,763	3,228	6,994	2,695	1,557	820
1 Kannapolis		43,172	.0224		.0185	101	122	12,095	1,308	4,799	1,950	3,685	6,456	4,589	2,771	1,544
Caldwell		32,588	.0170	2,910	.0188	67	60	9,093	904	3,100	2,375	2,164	6,383	2,714	2,810	1,050
Lenoir		19,533	.0101		.0071	104	149	5,491	614	3,482	2,113	1,695	1,819	1,321	1,995	939
Camden		849	.0004	606	.0015	50	13	439	32	...	...	...	...	54	...	...
Carteret		22,561	.0117	3,318	.0118	75	74	6,208	1,424	2,099	997	994	3,562	1,564	1,803	804
Caswell		6,287	.0033	1,482	.0059	49	27	1,050	86	1,403	66	136	1,204	610	377	154
Catawba		80,218	.0417	4,457	.0355	87	102	19,427	3,403	9,402	5,319	4,648	17,195	6,629	2,824	2,130
Hickory		47,774	.0248		.0138	141	253	11,363	2,092	7,664	4,527	2,539	9,437	3,149	1,122	1,308
Newton		16,672	.0087		.0056	114	178	3,415	382	1,147	694	924	5,977	902	1,002	417
Chatham		26,484	.0137	4,342	.0109	74	93	4,816	679	1,317	1,441	963	5,614	2,799	6,598	522
Cherokee		12,775	.0066	3,042	.0064	59	61	2,662	385	2,420	318	287	2,972	833	449	354
Chowan		9,428	.0049	3,251	.0051	68	65	2,260	214	725	624	529	1,799	731	1,373	180
Clay		3,571	.0019	2,747	.0019	54	54	558	21	325	...	...	237	295	190	87

1 Kannapolis is in Cabarrus and Rowan Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
© SM, 1957.

Steady, Growing

Consistent demand for its manufactured products and the permanent influence of Education and Medicine make Durham a standout steady market. Year after year the story is one of dependable growth.

Latest SM estimates place City of Durham population at 76,300 and retail sales at $119,375,000 . . . again a nice increase over the preceding year.

Plant your ad dollar where you can be sure of a steady harvest . . . reached by one and only one newspaper buy.



Herald-Sun Newspapers

Durham, North Carolina — **Rep. By THE KATZ AGENCY**

N. CAROLINA — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Cleveland		49,179	.0255	2,980	.0286	71	63	11,384	1,147	7,579	2,016	2,548	9,896	4,226	4,548	1,363
Shelby		31,003	.0161		.0116	120	166	6,466	669	3,689	1,784	1,735	7,261	2,382	2,706	909
Columbus		37,342	.0194	3,112	.0197	63	62	7,151	733	4,161	1,906	1,467	9,403	2,419	5,095	1,117
Whiteville		17,858	.0093		.0047	157	310	2,779	404	1,883	1,043	1,142	4,792	946	2,176	617
Craven		49,524	.0258	3,589	.0272	76	74	11,270	2,681	5,875	3,619	3,545	10,884	3,685	3,168	1,597
New Bern		35,139	.0183		.0120	108	165	7,291	1,673	5,071	3,010	2,756	7,285	1,875	2,539	1,471
Cumberland	205	126,130	.0655	4,570	.0667	84	82	25,457	6,907	18,279	8,979	7,728	27,798	10,712	5,303	2,856
△Fayetteville		103,926	.0540		.0343	124	195	16,166	5,507	17,090	8,900	6,805	24,753	7,169	4,170	2,260
Currituck		3,447	.0018	1,915	.0023	94	50	653	38	1,494	...	169	...	216	...	...
Dare		7,535	.0039	5,796	.0027	87	126	2,120	664	788	255	83	1,293	237	499	599
Davidson		67,794	.0352	3,767	.0327	81	87	15,961	3,142	6,551	5,220	3,756	15,772	5,011	7,301	1,693
Lexington		31,282	.0163		.0104	112	175	8,493	1,255	2,653	4,055	2,079	5,948	2,118	2,196	926
Thomasville		21,205	.0110		.0073	111	167	4,767	867	2,247	1,091	1,295	6,397	2,087	897	714
Davie		11,240	.0058	2,682	.0066	72	63	3,376	303	1,012	217	622	2,225	700	1,431	454
Duplin		22,215	.0116	2,314	.0134	55	48	4,695	280	2,802	1,409	893	4,075	2,398	2,908	658
Durham	44	125,429	.0651	4,252	.0645	96	97	25,334	6,364	17,839	8,789	8,915	23,638	9,363	9,121	4,450
▲Durham		119,375	.0620		.0504	112	137	23,879	5,676	17,418	8,789	7,889	23,638	8,031	8,337	4,346
Edgecombe		50,859	.0265	4,310	.0237	76	85	12,901	1,290	6,337	2,886	2,435	8,593	2,653	2,130	994
Tarboro		18,345	.0095		.0061	115	179	4,000	422	3,169	941	406	4,026	1,147	904	705
2 Rocky Mount																
Forsyth	165	199,685	.1037	4,160	.1005	96	99	40,588	9,523	31,168	17,329	12,245	35,112	13,120	11,154	6,329
▲Winston-Salem		175,758	.0913		.0746	113	130	33,353	8,221	29,189	16,933	10,873	32,291	9,318	9,094	5,908
Franklin		13,486	.0070	1,927	.0101	55	38	3,001	273	1,467	817	1,083	2,778	1,371	883	488
Gaston	209	107,644	.0559	3,365	.0601	81	76	28,334	3,357	16,944	6,316	6,348	21,337	8,192	5,562	3,301
△Gastonia		67,548	.0351		.0237	114	170	15,233	1,668	13,879	5,289	4,247	14,165	3,819	2,640	1,642
Gates		3,820	.0020	1,661	.0029	51	35	453	32	852	...	...	1,212	386	828	...
Graham		2,865	.0015	1,685	.0024	55	34	339	59	1,427	33	86	460	461	...	...
Granville		20,801	.0107	3,030	.0120	82	55	4,335	518	2,597	840	839	3,977	2,488	3,143	617
Greene		6,267	.0033	1,746	.0057	54	31	1,142	21	1,303	21	205	1,167	794	278	45

2 Rocky Mount is in Edgecombe and Nash Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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ROCKY MOUNT, N.C.

A QUALITY MARKET

For

HIGH INCOME

AND

RETAIL SALES

Covered By

ROCKY MOUNT TELEGRAM

Published Afternoons and Sunday Mornings

ROCKY MOUNT, NORTH CAROLINA

Rocky Mount is the rich trading center for Nash and Edgecombe Counties which account for over $114 Million Dollars in effective Buying Income.

NOTE THE TREMENDOUS GAINS SINCE 1950 IN THIS TWO-COUNTY AREA.

	1956	% Increase Since 1950
Retail Sales	**$106,643,000**	**48**
Food	**21,848,000**	**45**
General Merchandise	**16,550,000**	**52**
Furn.-House-Radio	**5,530,000**	**42**
Drugs	**2,729,000**	**62**

Source: Sales Management S.O.B.P. 1957

Nationally Represented by WARD-GRIFFITH CO., INC.

N. CAROLINA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Guilford	58	327,783	.1702	5,651	.1412	108	130	62,192	12,809	81,802	22,265	16,300	52,515	21,091	17,731	9,217
3▲Greensboro		225,612	.1172		.0768	143	218	35,329	7,115	74,794	14,242	8,953	33,201	12,247	9,483	5,085
▲High Point		77,626	.0403		.0304	114	152	18,050	3,476	5,561	7,471	5,196	17,409	5,744	6,042	3,582
Halifax		46,887	.0244	3,579	.0241	67	68	11,399	2,171	4,685	2,784	2,429	9,357	3,810	3,693	1,193
Roanoke Rapids		20,551	.0107		.0080	105	141	5,362	643	2,468	1,473	1,330	5,143	1,162	246	540
Harnett		37,768	.0196	2,974	.0216	67	61	6,331	1,114	4,512	1,868	1,579	7,259	3,682	5,058	1,804
Dunn		22,320	.0116		.0061	136	258	2,104	964	2,124	1,282	838	5,207	2,419	3,346	913
Haywood		32,334	.0168	3,201	.0177	75	71	5,647	1,357	4,752	1,039	2,247	7,027	2,984	2,612	1,414
Waynesville		16,207	.0084		.0046	128	233	2,236	889	3,155	773	1,017	3,349	1,296	1,217	685
Henderson		34,365	.0178	3,695	.0157	79	90	5,679	1,303	2,526	1,670	2,232	5,226	2,641	4,877	1,188
Hendersonville		28,941	.0150		.0070	175	375	6,796	767	2,257	1,620	2,110	4,970	2,004	4,648	1,016
Hertford		18,016	.0094	3,753	.0084	64	72	2,605	630	1,957	1,438	1,329	3,803	1,159	1,789	562
Hoke		9,031	.0047	2,737	.0050	53	50	2,310	95	1,487	484	285	1,465	1,241	833	190
Hyde		1,663	.0009	1,188	.0018	51	26	445	36	676	28	128	82	298	...	...
Iredell		55,556	.0288	3,584	.0271	76	81	14,464	2,050	6,264	3,586	3,659	9,630	4,766	5,035	1,618
Statesville		33,362	.0173		.0119	101	147	8,421	1,336	3,880	2,703	1,495	5,721	2,714	3,543	1,003
Jackson		12,069	.0063	2,807	.0085	59	57	2,482	250	1,543	865	442	3,021	956	1,510	361
Johnston		43,442	.0226	2,767	.0242	62	58	9,417	1,109	6,390	1,847	2,473	8,467	4,175	4,226	1,290
Smithfield		15,881	.0082		.0047	127	222	2,779	346	1,483	732	769	4,840	1,046	1,697	287
Jones		3,381	.0017	1,352	.0031	49	27	896	...	550	...	53	1,150	237	186	93
Lee		30,641	.0159	4,788	.0134	83	99	6,137	913	5,127	1,963	2,037	5,880	2,285	2,899	1,129
Sanford		28,983	.0151		.0093	122	199	5,644	723	4,757	1,963	2,037	5,880	1,868	2,766	1,054
Lenoir		52,836	.0275	4,694	.0227	78	95	8,548	1,325	7,867	5,112	4,391	8,396	2,898	5,022	1,683
Kinston		41,435	.0215		.0158	101	138	7,585	1,014	6,265	5,030	4,226	5,739	1,914	3,288	1,506
Lincoln		19,175	.0099	2,779	.0110	66	59	5,905	323	1,872	864	907	3,865	1,543	2,180	585
McDowell		19,851	.0103	2,963	.0113	69	63	4,312	985	2,058	817	1,478	4,455	2,055	1,189	1,014
Marion		16,533	.0086		.0039	195	430	3,389	640	1,793	676	1,368	4,242	1,158	1,189	881
Macon		12,729	.0067	3,264	.0060	62	69	1,827	333	969	752	437	3,041	1,884	1,038	397
Madison		7,213	.0037	1,677	.0058	51	32	1,415	301	1,160	21	432	1,858	540	961	249
Martin		18,280	.0095	2,997	.0100	59	56	2,924	377	3,259	734	1,413	4,753	1,574	1,275	323
Mecklenberg	26	338,652	.1759	5,350	.1542	110	126	55,344	21,428	58,810	22,643	15,661	57,278	27,651	19,167	13,628
▲Charlotte		313,431	.1628		.1223	129	172	49,301	19,781	56,858	22,459	13,905	53,975	23,127	15,474	13,347
Mitchell		13,132	.0068	3,862	.0056	66	80	2,162	451	1,783	551	374	4,534	824	1,363	332
Montgomery		12,863	.0067	2,991	.0069	66	64	2,856	312	1,178	835	527	3,304	1,678	844	345
Moore		35,914	.0187	4,380	.0160	82	95	8,113	1,833	3,165	1,853	1,214	5,149	3,604	2,839	1,396
Nash		55,785	.0290	3,901	.0268	72	78	8,947	2,220	10,213	4,873	3,095	9,894	5,080	4,753	1,735
2 Rocky Mount		58,482	.0304		.0209	110	160	10,418	1,961	6,809	6,270	4,412	10,654	3,348	3,590	1,567
New Hanover	260	92,005	.0477	4,423	.0407	92	108	19,128	8,417	9,345	6,625	8,394	13,729	5,745	5,111	3,696
△Wilmington		81,714	.0424		.0329	103	133	17,329	7,210	8,712	6,511	8,122	13,334	4,378	3,121	3,427
Northampton		8,355	.0044	1,416	.0082	49	26	2,111	150	1,334	178	180	703	1,296	1,522	307
Onslow		36,764	.0191	3,342	.0264	78	57	7,873	2,881	3,616	2,023	4,219	7,803	2,507	1,112	1,156
Jacksonville		24,808	.0129		.0084	122	187	4,737	1,975	2,118	1,941	3,453	5,773	1,091	512	649

2 Rocky Mount is in Edgecombe and Nash counties.
3 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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In 1956-over-1948 GAINS—the

GREENSBORO

ABC RETAIL TRADING AREA

Sets the Pace for Leadership in North Carolina

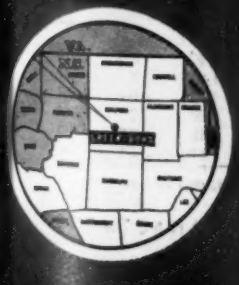
Over
100,000
Circulation
Daily

Over
400,000
Readers
Daily

LET'S LOOK AT THE GROWING GREENSBORO MARKET WHEN PROJECTED AGAINST NORTH CAROLINA'S PERFORMANCE!

	N. C. Total 1956 (000)	Greensboro ABC Market 1956 (000)	Greensboro ABC Market % of N. C.	N. C. Gain 1956-1948 (000)	Greensboro ABC Market Gain 1956-1948 (000)	Gr Mkt N. 19
Population	4,409.7	736.0	16.69	699.7*	142.7	2
Families	1,077.5	188.6	17.50	231.4*	49.6	2
Total Sales	$4,018,510	$804,857	20.02	$1,769,850	$382,136	2
Food Sales	843,604	172,789	20.48	356,406	79,841	2
General Merchandise	582,049	127,710	21.94	230,813	53,374	2
Furn., House., Radio	229,205	42,484	18.53	90,674	13,933	1
Automotive	766,190	142,694	18.62	372,278	71,526	1
Drug	122,767	23,099	18.81	55,908	11,216	2
Apparel	248,176	53,201	21.43	86,749	22,613	2
Gasoline	323,629	64,586	19.95	183,429	37,237	2
Agriculture Prod. Val.	1,088,000	117,000	10.75	143,100	2,270	
Manufacturing Value	6,735,000	1,660,000	24.64	2,237,700	531,888	2
Construction	633,000	124,000	19.58	285,261	66,386	2

* Sales Management Survey of Buying Power 1948. All other 1948 Sales figures from U. S. Census of Business Agriculture, Construction and Manufacturing from Manufacturers Record Blue Book of Southern Progress, 1956 1948. All other 1956 figures from Sales Management Survey of Buying Power, May 10, 1957.



Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.
New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles

WBBO
RUTHERFORD COUNTY

WBBO Talks **SALES** to this big, prosperous market . . . with its triple guarantee of growth and stability from agriculture, industry and year-round tourist trade. The area contains many industrial plants producing textiles, furniture, paper and lumber products. Farm income throughout the 26-county area is based on cotton, tobacco, corn, livestock, dairying, orchards and truck crops. You can reach this billion-dollar sales market at amazingly low cost through its favorite station — WBBO, where local news, neighborly entertainment and public service dominate well diversified programming.

1,360,836 PEOPLE
$1,687,746,000 INCOME
$1,190,355,000 RETAIL SALES

WBBO AM . . . 780 KC 1000 Watts
FM . . . 93.3 MC 1500 Watts

FOREST CITY . . . RUTHERFORD COUNTY . . . N. C.
The Rich Industrial and Agricultural Section of the Carolinas.

N. CAROLINA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Orange		27,797	.0144	3,123	.0195	83	61	6,628	1,950	1,288	2,833	946	4,853	2,718	3,871	1,008
Pamlico		3,236	.0017	2,194	.0032	52	27	1,188	84	329	...	...	...	474	33	...
Pasquotank		30,711	.0160	4,265	.0136	84	99	7,544	994	3,746	1,709	2,042	6,372	2,599	2,172	630
Elizabeth City		27,057	.0141		.0093	108	164	6,303	789	2,355	1,709	1,793	6,156	2,421	2,043	630
Pender		5,274	.0027	1,227	.0052	47	25	1,515	113	1,055	286	136	945	496	105	229
Perquimans		8,868	.0046	3,547	.0039	70	82	1,229	136	821	23	196	2,264	480	2,625	81
Person		20,172	.0105	3,736	.0095	67	74	3,615	389	3,588	1,020	965	4,456	2,242	2,314	554
Roxboro		18,205	.0095		.0046	148	306	3,135	319	3,067	1,020	965	4,456	1,660	2,200	554
Pitt		59,822	.0311	4,042	.0283	73	80	10,018	2,601	9,551	3,070	4,898	13,122	4,292	3,394	1,421
Greenville		34,432	.0179		.0121	110	163	6,613	1,786	4,480	2,136	3,224	6,988	2,159	1,987	981
Polk		5,875	.0030	1,956	.0044	65	44	1,684	173	196	241	275	885	827	88	248
Randolph		52,237	.0277	3,830	.0254	80	87	12,296	1,948	4,469	2,267	2,892	11,029	5,306	5,966	1,571
Asheboro		31,096	.0161		.0083	166	322	7,595	575	2,893	1,983	1,730	8,493	2,146	3,195	1,044
Richmond		30,796	.0160	3,049	.0181	76	67	7,635	1,684	4,434	2,411	1,104	5,911	2,843	1,904	710
Rockingham		16,723	.0087		.0043	159	322	3,250	244	3,000	1,651	511	4,260	1,109	999	274
Robeson		61,549	.0319	3,017	.0341	91	97	12,057	1,123	9,279	4,650	3,209	12,368	4,577	5,672	1,678
Lumberton		28,628	.0149		.0097	110	169	5,534	543	3,238	2,947	1,483	5,956	1,635	3,810	697
Rockingham		55,234	.0287	3,066	.0311	76	70	14,919	1,996	4,335	4,265	3,708	9,721	5,283	4,437	1,831
Reidsville		23,277	.0121		.0068	109	149	5,633	823	1,763	1,491	1,907	4,076	2,110	1,561	809
Salisbury-Spencer-East Spencer		*60,985*	*.0317*		*.0217*	*197*	*185*	*13,909*	*1,794*	*6,187*	*4,726*	*3,387*	*11,318*	*4,494*	*3,884*	*1,968*
Rowan		80,398	.0418	3,688	.0414	86	87	18,694	2,534	8,084	4,902	4,482	11,918	7,210	5,837	1,814
Salisbury		56,447	.0293		.0187	141	220	11,878	1,592	6,085	4,726	2,678	11,312	3,705	2,965	1,166
1 Kannapolis																
Rutherford		38,469	.0200	3,374	.0190	71	74	8,847	1,028	3,483	2,633	2,757	9,293	3,921	2,538	1,008
Forest City		18,562	.0096		.0051	138	259	3,372	255	1,093	1,678	1,438	6,416	1,595	1,172	414
Sampson		27,479	.0143	2,389	.0165	55	48	4,801	476	4,157	1,326	1,093	5,057	1,866	2,666	1,211
Clinton		16,869	.0088		.0047	131	244	2,773	216	1,782	1,245	1,204	4,301	937	1,863	940
Scotland		18,398	.0095	2,967	.0100	61	58	5,361	286	3,520	809	647	3,820	2,353	568	289
Stanley		36,756	.0191	3,403	.0187	78	80	8,489	738	3,566	1,732	1,961	7,561	3,577	5,036	937
Albemarle		28,502	.0149		.0098	115	175	5,496	516	2,174	1,617	1,370	7,165	2,312	4,613	867
Stokes		9,021	.0047	1,879	.0071	59	39	2,157	59	1,266	545	541	394	1,647	1,302	231
Surry		48,317	.0251	4,095	.0223	79	89	10,088	1,610	6,522	2,848	2,539	10,838	3,597	4,320	1,348
Mount Airy		27,848	.0145		.0074	157	309	5,111	1,005	3,615	2,231	1,698	5,704	2,120	2,771	642
Swain		7,626	.0040	3,316	.0035	66	75	1,511	712	758	243	248	732	1,172	798	381
Transylvania		12,243	.0063	3,222	.0067	68	64	3,792	277	1,372	293	839	2,026	989	984	63
Tyrrell		2,273	.0012	1,894	.0017	57	40	447	75	202	125	74	575	149	214	51
Union		32,648	.0166	2,995	.0172	66	63	6,567	525	2,966	1,403	1,022	9,600	2,061	2,212	1,040
Monroe		23,298	.0121		.0073	107	178	4,945	426	2,255	1,254	703	8,005	1,263	1,541	829
Vance		28,564	.0149	3,862	.0142	73	76	6,381	735	3,889	1,488	1,470	5,501	3,303	1,714	737
Henderson		26,436	.0137		.0083	119	196	5,669	505	3,601	1,488	1,410	5,289	2,911	1,638	737
Wake	115	202,399	.1051	5,150	.0824	98	111	41,445	10,734	32,308	13,525	9,993	39,192	14,938	11,516	6,439
▲Raleigh		148,617	.0772		.0574	127	171	25,768	8,424	26,598	12,411	7,301	28,545	10,033	6,007	5,043
Warren		8,972	.0047	1,831	.0071	51	34	1,932	161	1,483	329	481	1,254	806	1,172	261
Washington		9,853	.0051	3,284	.0054	68	64	2,922	290	1,272	598	588	2,868	506	530	128
Watauga		11,774	.0061	2,872	.0062	56	57	1,894	349	2,138	376	637	3,745	1,228	682	427
Wayne		64,757	.0337	4,073	.0288	71	83	10,541	1,182	10,322	3,837	5,470	13,294	4,117	5,112	1,457
Goldsboro		47,348	.0246		.0159	106	164	7,690	950	7,346	3,117	4,618	9,186	2,690	4,577	1,036
Wilkes		35,441	.0184	3,251	.0171	63	67	5,308	885	4,113	1,174	1,338	9,336	2,129	2,505	618
North Wilkesboro		23,902	.0125		.0055	196	446	2,431	707	3,175	1,174	759	5,788	1,656	1,677	584

1 Kannapolis is in Cabarrus and Rowan counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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IN THE

GROWING GREENSBORO

12 COUNTY ABC RETAIL TRADING AREA



ONE-SIXTH

of North Carolina's population accounts for

ONE-FIFTH

of North Carolina's Total Retail Sales and

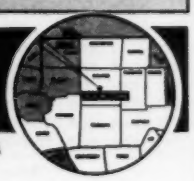
ONE-FIFTH

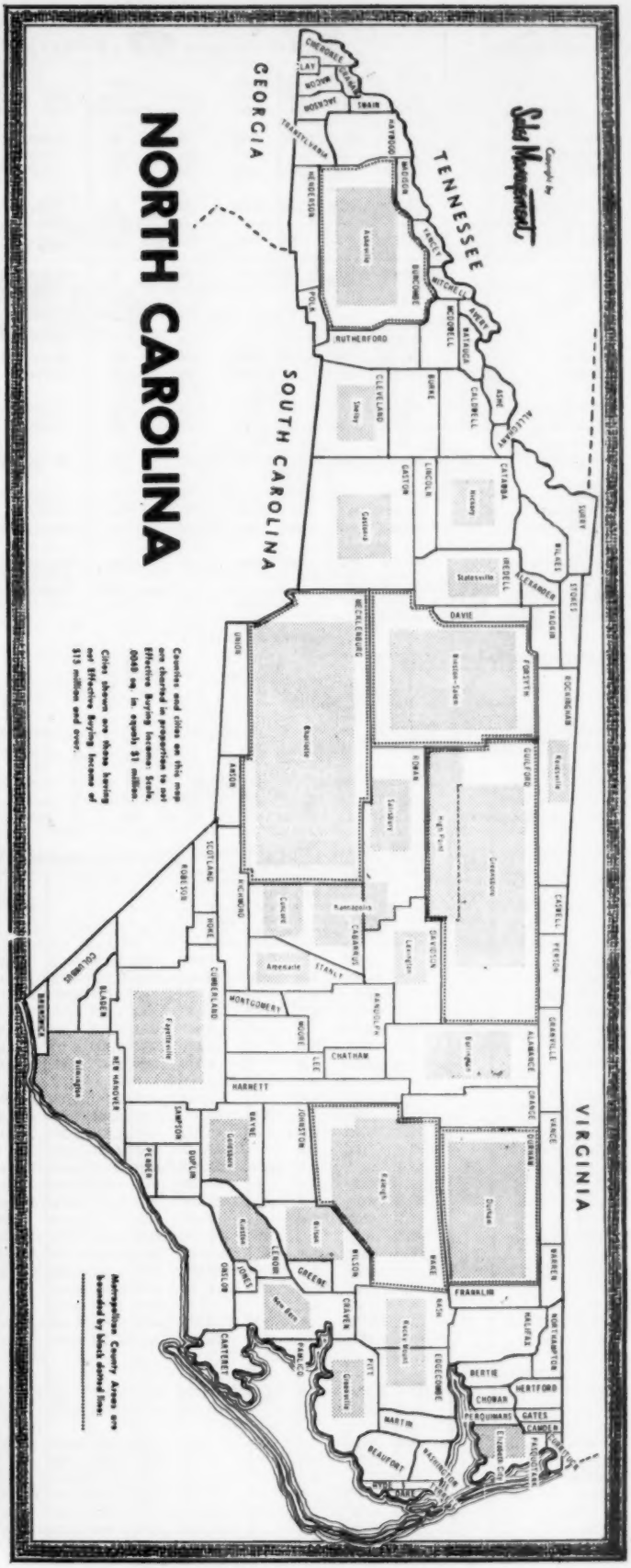
of North Carolina's Retail Sales Gain!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.





N. CAROLINA — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Wilson		52,507	.0272	4,039	.0258	79	83	10,595	2,102	5,566	4,127	3,545	8,705	4,616	4,024	1,388
Wilson		41,180	.0214		.0167	107	137	8,181	1,408	3,832	4,069	3,292	7,534	2,764	3,414	1,161
Yadkin		14,834	.0077	2,649	.0085	63	57	2,337	621	1,052	503	1,846	3,798	1,407	1,670	102
Yancey		4,787	.0025	1,368	.0044	47	27	1,135	179	679	44	...	1,041	440	535	156
Total Above Cities		2,644,776	1.3740		.9454	121	175	507,364	111,256	415,143	200,915	160,993	517,320	177,786	170,725	86,192
State Total		4,018,510	2.0875	3,729	2.0428	78	80	843,604	184,441	582,049	248,178	229,205	766,190	323,629	299,799	122,767

METRO. AREAS — RETAIL SALES — SM ESTIMATES, 1956

Asheville	7	144,528	.0750	4,026	.0704	89	94	30,411	6,592	24,774	7,360	6,957	19,843	10,994	9,295	6,039
Charlotte	26	338,652	.1759	5,350	.1542	110	126	55,344	21,428	58,810	22,643	15,661	57,278	27,651	19,167	13,628
Durham	44	125,429	.0651	4,252	.0645	96	97	25,334	6,364	17,839	8,789	8,915	23,638	9,383	9,121	4,450
△Fayetteville	205	126,130	.0655	4,570	.0667	84	82	25,457	6,907	18,279	8,979	7,728	27,798	10,712	5,303	2,858
△Gastonia	209	107,644	.0559	3,385	.0601	81	75	26,334	3,357	16,944	6,315	6,346	21,337	8,192	5,562	3,301
Greensboro-High Point	58	327,763	.1702	5,651	.1412	108	130	62,192	12,809	81,802	22,265	16,300	52,515	21,091	17,731	9,217
Raleigh	115	202,399	.1051	5,150	.0924	98	111	41,445	10,734	32,308	13,525	9,993	39,192	14,938	11,516	6,438
△Wilmington	260	92,005	.0477	4,423	.0407	92	106	19,128	8,417	9,345	6,625	8,394	13,729	5,745	5,111	3,686
Winston-Salem	165	199,685	.1037	4,160	.1005	96	99	40,588	9,523	31,168	17,339	12,245	35,112	13,120	11,154	6,329
Total Above Areas		1,664,235	.8641	4,699	.7907	97	106	328,233	86,131	291,269	113,840	92,539	290,442	121,806	93,960	55,956

NORTH DAKOTA — (Other West North Central States: Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota.)

Map, page 564

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Bismarck	Burleigh	23.9	235	29	43	27	19	16	23	19	22	7
Devils Lake	Ramsey	6.5	118	18	22	11	12	6	8	9	19	3
Dickinson	Stark	8.8	128	10	24	7	8	11	13	16	18	3
Fargo	Cass	46.4	466	78	86	38	54	23	21	47	37	10
Grafton	Walsh	5.5	94	14	10	6	4	5	7	11	15	2
Grand Forks	Grand Forks	31.0	310	55	65	29	30	15	15	28	23	7
Jamestown	Stutsman	14.5	152	27	26	7	11	7	12	17	24	4
Mandan	Morton	8.3	117	15	32	4	12	8	8	15	11	3
Minot	Ward	27.7	280	43	51	17	28	16	15	37	23	10
Valley City	Barnes	7.9	132	20	21	10	4	5	7	15	25	3
Wahpeton	Richland	6.0	86	14	11	8	6	5	6	9	13	3
Williston	Williams	12.5	156	22	28	7	11	9	13	19	15	6

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Adams		4.4	.0026	1.2		7,594	.0027	1,726	6,328	1.5	5,226	22.8	6.4	28.6	18.0	29.0	28.2	11.5	17.6	8.1	29.8
Barnes		17.4	.0103	4.8	7.9	19,264	.0068	1,107	4,013	5.4	3,542	39.9	16.5	29.6	27.5	22.4	32.1	5.8	13.2	2.3	10.7
Valley City		7.9	.0047	2.5		9,777	.0034	1,238	3,911	2.6	3,735	38.2	14.9	27.0	23.9	26.1	35.4	6.6	14.2	2.1	11.6
Benson		8.8	.0052	2.2		9,067	.0032	1,033	4,130	2.4	3,793	44.4	17.1	23.9	20.7	21.3	28.6	6.1	12.9	4.3	20.7
Billings		2.2	.0013	.5		2,449	.0008	1,113	4,898	.6	4,222	41.9	14.5	23.5	18.3	23.4	28.2	4.3	8.2	6.9	30.8
Bottineau		10.7	.0063	2.9		13,221	.0047	1,236	4,559	3.2	4,164	36.1	12.6	28.7	22.9	23.5	28.6	6.3	12.0	5.4	23.9
Bowman		3.9	.0024	1.0		5,812	.0020	1,490	5,812	1.2	4,653	38.1	12.0	23.0	16.2	21.2	23.2	10.1	17.4	7.6	31.2
Burke		5.9	.0035	1.8		7,951	.0028	1,348	4,417	1.8	4,359	34.0	11.4	28.7	21.7	23.4	27.3	8.1	14.8	5.8	24.8
Burleigh		32.4	.0191	9.1	23.9	45,081	.0163	1,422	5,064	10.1	4,580	28.1	9.0	25.1	18.0	32.0	35.5	9.7	16.9	5.1	20.6
Bismarck		23.9	.0142	6.8		40,032	.0141	1,675	5,887	8.2	4,855	27.8	8.4	24.9	16.8	32.2	33.7	9.9	16.3	5.2	24.8
Bismarck-Mandan		*32.2*	*.0191*	*9.1*		*53,853*	*.0136*	*1,641*	*5,808*												
Cass	204	68.0	.0403	19.2	46.4	113,566	.0400	1,670	5,915	23.9	4,752	29.2	9.0	23.3	16.1	30.9	33.1	10.5	17.6	6.1	24.2
△Fargo		46.4	.0275	13.4		91,081	.0321	1,963	6,797	18.2	5,006	29.2	8.5	22.7	15.0	31.5	31.9	10.7	17.2	5.9	27.4
Cavalier		10.0	.0060	2.5		11,829	.0042	1,183	4,732	2.8	4,219	36.4	12.6	28.1	21.8	23.1	27.9	6.8	12.9	5.6	24.8
Dickey		8.9	.0052	2.5		9,416	.0033	1,058	3,766	2.8	3,372	46.2	20.0	27.7	27.0	18.6	28.0	4.9	11.6	2.6	13.4
Divide		5.0	.0030	1.4		6,606	.0023	1,321	4,719	1.5	4,413	36.8	12.2	25.8	19.3	23.6	27.4	8.9	12.6	6.7	28.5
Dunn		6.4	.0038	1.6		7,555	.0027	1,180	4,722	1.7	4,337	37.9	12.8	25.2	19.1	21.5	25.2	9.5	17.5	5.9	25.4
Eddy		4.7	.0028	1.2		5,155	.0018	1,097	4,296	1.4	3,763	35.9	13.9	27.6	24.3	27.9	37.6	6.1	12.9	2.5	11.3
Emmons		8.5	.0050	2.1		8,613	.0030	1,013	4,101	2.1	4,047	40.7	14.7	26.5	21.5	21.4	28.9	5.9	11.7	5.5	25.2
Foster		5.2	.0031	1.5		5,212	.0019	1,002	3,475	1.6	3,276	44.8	20.0	26.9	27.0	23.4	36.3	3.0	7.4	1.9	9.3
Golden Valley		2.8	.0016	.9		4,012	.0014	1,433	4,458	.9	4,549	29.0	9.3	26.5	19.1	29.7	33.2	9.5	16.8	5.3	21.6
Grand Forks		46.0	.0273	12.9	33.3	71,385	.0251	1,552	5,665	16.2	4,404	31.4	10.4	24.3	18.2	30.8	35.5	9.8	15.6	4.9	20.3
Grand Forks (N. D.)-East Grand Forks (Minn.)		*37.5*	*.0229*	*9.9*	...	*58,899*	*.0205*	*1,555*	*5,859*												
Grand Forks		31.0	.0184	8.2		52,751	.0186	1,702	6,433	11.6	4,552	31.7	10.2	23.7	17.1	31.5	35.2	8.6	15.1	4.5	22.4
Grant		6.4	.0038	1.6		6,614	.0023	1,033	4,134	1.7	3,967	39.2	14.3	25.0	20.8	24.9	31.7	6.4	12.8	4.5	20.4
Griggs		4.7	.0028	1.3		5,703	.0021	1,213	4,387	1.4	4,085	36.9	13.2	27.4	22.2	23.4	29.1	7.7	15.0	4.6	20.5
Hettinger		6.9	.0041	1.8		9,217	.0032	1,336	5,121	1.9	4,771	28.0	8.5	28.3	19.6	26.1	27.8	11.2	18.8	6.4	25.3
Kidder		6.1	.0036	1.5		6,144	.0022	1,007	4,096	1.8	3,357	46.1	20.0	26.4	28.0	20.7	31.3	4.4	10.5	2.4	12.2
La Moure		8.2	.0048	2.2		6,952	.0024	848	3,160	2.2	3,130	46.4	21.6	31.8	33.6	16.0	25.9	4.1	10.5	1.7	9.4
Logan		5.6	.0033	1.3		4,263	.0015	761	3,279	1.3	3,196	47.0	21.5	29.0	29.9	18.3	29.1	3.7	9.2	2.0	10.3

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

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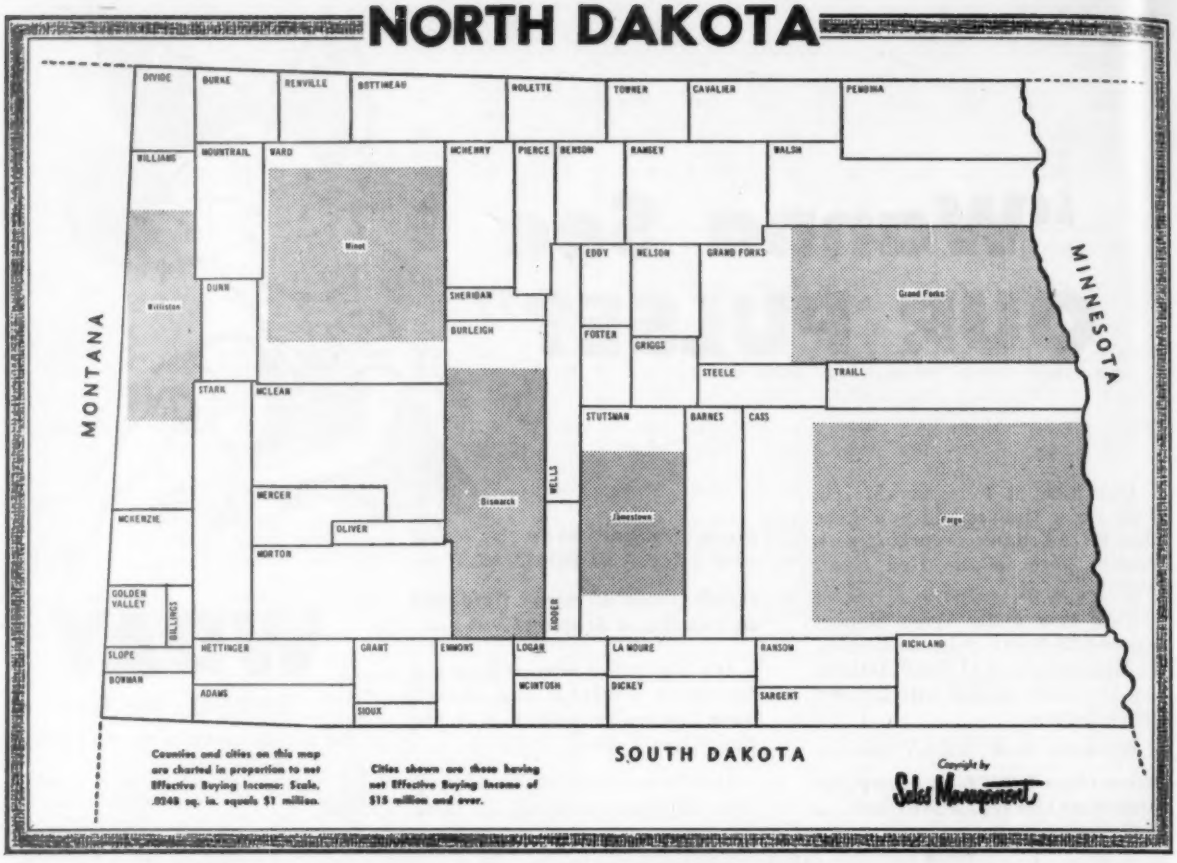
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
McHenry		11.2	.0067	2.9		12,872	.0046	1,149	4,439	3.2	3,960	37.4	13.8	28.9	24.0	23.0	29.4	6.4	12.9	4.3	19.9
McIntosh		6.6	.0040	1.7		5,675	.0020	864	3,456	1.8	3,224	43.1	19.5	33.2	33.9	17.4	27.4	4.8	11.9	1.5	7.3
McKenzie		6.0	.0036	1.8		8,395	.0030	1,399	4,664	1.9	4,458	35.6	11.7	26.6	19.6	23.9	27.2	7.2	13.0	6.7	28.5
McLean		19.7	.0116	5.2		27,384	.0096	1,390	5,266	5.9	4,675	26.7	8.3	25.0	17.6	32.4	35.2	10.7	18.4	5.2	20.5
Mercer		7.8	.0046	2.1		9,383	.0033	1,203	4,468	2.1	4,498	26.7	8.7	29.7	21.8	30.4	34.4	8.1	14.5	5.1	20.8
Morton		21.3	.0127	5.4	8.3	25,850	.0092	1,214	4,787	5.9	4,403	31.2	10.3	25.7	19.3	29.0	33.4	9.3	16.9	4.8	20.1
Mandan		8.3	.0049	2.3		12,820	.0045	1,545	5,574	2.6	4,863	24.9	7.5	23.3	15.8	37.2	38.8	10.0	16.5	4.6	21.4
See Bismarck-Mandan																					
Mountrail		8.7	.0051	2.5		12,212	.0043	1,404	4,885	2.7	4,483	31.5	10.2	28.5	21.0	24.4	27.7	9.9	17.7	5.7	23.4
Nelson		6.8	.0041	1.7		8,374	.0029	1,231	4,926	2.2	3,812	38.1	14.6	29.8	25.9	23.2	30.9	5.0	10.4	3.9	18.2
Oliver		2.6	.0015	.5		3,349	.0012	1,288	6,698	.7	4,483	28.1	9.2	26.8	19.7	31.3	35.5	9.0	16.0	4.8	19.6
Pembina		13.2	.0078	3.5		18,679	.0066	1,415	5,337	3.9	4,806	29.9	9.1	25.8	17.7	27.0	28.5	10.3	17.2	7.0	27.5
Pierce		7.7	.0046	2.0	2.8	7,974	.0028	1,036	3,987	2.0	3,932	37.0	13.7	28.1	23.7	25.2	32.5	5.6	11.3	4.1	18.8
Ramsey		12.9	.0076	3.3	6.5	18,111	.0064	1,404	5,486	4.4	4,144	33.8	11.9	27.3	21.7	27.7	34.0	6.8	13.2	4.4	19.2
Devils Lake		6.5	.0039	1.9		11,126	.0039	1,712	5,856	2.4	4,567	32.7	10.5	26.2	18.9	28.7	31.9	7.2	12.6	5.2	26.1
Ransom		7.6	.0045	2.1		8,415	.0029	1,107	4,007	2.3	3,605	43.3	17.5	24.0	22.0	23.7	33.4	6.3	13.9	2.7	13.2
Renville		5.3	.0032	1.5		8,898	.0025	1,302	4,595	1.5	4,689	27.1	8.5	28.0	19.7	29.2	31.6	9.7	16.5	6.0	23.7
Richland		20.4	.0120	5.6	6.0	28,333	.0099	1,389	5,059	6.5	4,374	34.6	11.5	27.4	20.7	24.1	28.0	8.0	14.7	5.9	25.1
Wahpeton		6.0	.0036	1.4		9,813	.0035	1,636	7,009	2.3	4,255	38.3	13.1	25.8	20.0	25.6	30.6	5.4	10.2	4.9	26.1
Rolette		9.8	.0058	2.3		7,365	.0026	752	3,202	2.3	3,208	47.6	21.7	28.8	29.5	16.5	26.1	5.2	13.0	1.9	9.7
Sargent		7.0	.0042	1.8		6,690	.0025	984	3,825	2.0	3,464	41.6	17.5	29.1	27.7	21.7	31.8	5.4	12.6	2.2	10.4
Sheridan		4.6	.0027	1.2		5,230	.0018	1,137	4,358	1.2	4,276	32.5	11.1	27.3	21.1	26.2	31.1	9.6	17.9	4.4	18.8
Sioux		2.8	.0017	.8		2,244	.0008	801	3,740	.7	3,229	48.8	22.1	24.6	25.1	20.3	31.9	4.3	10.7	2.0	10.2
Slope		2.3	.0013	.5		3,046	.0011	1,324	6,092	.7	4,358	35.8	12.0	20.6	15.5	28.0	32.7	10.9	20.0	4.7	19.8
Stark		15.6	.0093	4.0	8.9	19,063	.0067	1,222	4,766	4.5	4,234	36.8	12.7	24.8	19.2	25.3	30.3	7.9	15.0	5.2	22.8
Dickinson		8.8	.0052	2.6		12,579	.0044	1,429	4,838	2.8	4,472	36.0	11.8	24.1	17.7	26.7	30.3	8.3	14.8	4.9	25.4
Steele		4.4	.0026	1.2		6,720	.0024	1,527	5,600	1.4	4,807	28.4	8.6	28.4	19.4	25.3	28.8	11.1	18.5	6.8	26.7
Stutsman		26.9	.0159	6.7	14.5	31,891	.0112	1,186	4,760	7.8	4,102	34.5	12.3	26.7	21.4	27.5	34.1	7.1	13.8	4.2	18.4
Jamestown		14.5	.0086	4.2		23,594	.0083	1,627	5,618	5.4	4,392	32.4	10.8	26.2	19.7	29.6	34.2	7.6	13.8	4.2	21.5
Towner		5.0	.0030	1.3		6,003	.0021	1,201	4,618	1.5	4,092	32.5	11.8	31.1	25.0	25.0	31.1	7.3	14.3	4.1	18.0

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Before using these figures, read foreword, page 11.

NORTH DAKOTA



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

N. DAKOTA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Traill		10.6	.0063	2.9		14,490	.0051	1,367	4,997	3.4	4,283	34.0	11.6	27.2	20.9	25.9	30.7	7.7	14.5	5.2	22.3
Walsh		20.2	.0119	4.6	5.5	25,740	.0091	1,274	5,586	5.7	4,491	34.1	11.1	28.6	21.1	22.7	25.6	7.9	14.0	6.7	28.2
Grafton		5.5	.0033	.9		7,996	.0028	1,454	8,884	1.5	5,374	28.4	7.7	28.8	17.7	26.3	24.8	8.1	12.1	8.4	37.7
Ward		41.4	.0246	11.7	27.7	66,753	.0235	1,612	5,705	14.3	4,662	28.2	9.8	24.3	17.2	32.7	35.8	9.1	15.7	5.7	22.7
Minot		27.7	.0164	7.8		50,167	.0177	1,811	6,432	10.3	4,868	28.1	8.4	24.0	16.3	33.3	34.7	9.3	15.3	5.3	25.3
Wells		9.7	.0057	2.6		10,894	.0038	1,123	4,190	2.8	3,899	36.8	13.8	26.7	22.6	26.6	34.6	6.5	13.3	3.4	15.7
Williams		28.8	.0171	8.7	12.8	41,770	.0148	1,450	4,801	9.5	4,415	30.8	10.2	25.0	18.7	30.2	34.7	9.2	16.7	4.8	19.7
Williston		12.5	.0074	3.6		20,640	.0073	1,651	5,733	4.4	4,701	29.7	9.2	24.5	17.2	31.7	34.2	9.3	15.9	4.8	23.5
Total Above Cities		199.0	.1181	55.6		342,376	.1206	1,720	6,158	72.4	4,729	30.4	9.4	24.3	16.9	31.1	33.4	9.1	15.5	5.1	24.8
State Total		636.2	.3769	170.6	204.1	843,904	.2974	1,326	4,947	196.2	4,301	33.5	11.4	26.1	20.0	27.2	32.1	8.2	15.3	5.0	21.2

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Fargo	204	68.0	.0403	19.2	46.4	113,566	.0400	1,670	5,915

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Area.		68.0	.0403	19.2	46.4	113,566	.0400	1,670	5,915

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		5,546	.0029	4,622	.0027	104	112	1,093	498	380	72	75	1,462	353	1,149	156
Barnes		18,569	.0097	3,969	.0084	82	94	3,518	1,303	2,360	482	631	3,033	1,163	4,038	367
Valley City		14,119	.0073		.0048	102	155	2,973	829	1,907	482	485	2,826	941	2,507	367
Benson		5,356	.0027	2,435	.0034	65	52	1,297	458	753	87	...	138	411	1,893	182
Billings		81	.0001	162	.0007	54	8	...	14	...	...	...	41	...	...	...
Bottineau		10,979	.0057	3,788	.0054	86	90	1,922	986	634	730	27	1,391	589	3,830	293
Bowman		5,579	.0029	5,579	.0023	96	121	748	564	296	104	299	738	307	2,215	106

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Before using these figures, read foreword, page 11.

No doubt about it—

Grand Forks

is

North Dakota's 2nd Market

Check these figures:

City	Population*	Circulation**	Retail Sales*
Fargo	46,400	51,150	$87,144,000
Grand Forks-East Grand Forks	**37,500**	**35,329**	**62,882,000**
Bismarck-Mandan	32,200	17,342	54,411,000
Minot	27,700	21,714	52,022,000

*S.M., May 1957 **Total circ. city newspaper, ABC 6/30/56

Another plus — Permanent Grand Forks U.S. Air Force Base opening in Fall, 1957 to add another 15,000 population to city area by 1960, according to army officials.

For further data write:

North Dakota's Outstanding Newspaper

Grand Forks Herald

Represented nationally by: Rogers-Johns, Inc.

N. DAKOTA — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Burke		5,294	.0027	2,941	.0029	83	77	924	609	488	45	25	732	375	1,671	184
Burleigh		43,059	.0224	4,732	.0187	98	117	6,957	2,629	6,086	2,131	1,730	11,776	2,081	4,237	1,574
Bismarck-Mandan		*54,414*	*.0283*		*.0216*	*113*	*148*	*9,300*	*5,963*	*7,690*	*2,698*	*2,372*	*15,869*	*5,417*	*5,210*	*1,987*
Bismarck		41,339	.0215		.0163	115	151	6,549	2,394	6,616	2,131	1,730	11,776	1,878	3,637	1,574
Cass	204	103,933	.0540	5,413	.0443	110	134	14,905	5,670	12,629	7,693	4,388	22,176	5,744	17,928	2,673
△Fargo		87,144	.0453		.0351	128	165	12,115	5,011	12,078	7,589	3,987	20,160	4,025	12,219	2,350
Cavalier		7,985	.0041	3,194	.0045	75	68	1,302	824	724	221	269	931	1,054	1,843	156
Dickey		7,769	.0041	3,108	.0039	75	79	1,380	400	544	166	64	1,078	834	2,211	271
Divide		7,411	.0038	5,294	.0029	97	127	893	422	490	289	98	1,793	177	2,116	161
Dunn		2,928	.0015	1,830	.0026	68	39	649	330	60	...	19	146	157	1,392	60
Eddy		6,148	.0032	5,123	.0024	86	114	1,169	508	487	116	74	1,692	155	1,548	178
Emmons		6,116	.0032	2,913	.0034	68	64	1,352	468	689	185	29	673	151	1,855	70
Foster		7,041	.0037	4,694	.0027	87	119	897	445	533	179	76	1,856	392	2,025	345
Golden Valley		3,999	.0021	4,443	.0017	106	131	887	237	97	175	151	686	485	686	92
Grand Forks		63,175	.0328	5,014	.0278	102	120	9,286	5,184	7,401	6,033	4,175	11,802	4,070	8,716	1,100
Grand Forks (N. D.)-East Grand Forks (Minn.)		*62,888*	*.0327*		*.0245*	*110*	*147*	*9,141*	*5,656*	*7,271*	*5,907*	*4,268*	*12,003*	*4,161*	*7,150*	*1,044*
Grand Forks		54,709	.0284		.0215	117	154	7,349	4,337	7,000	5,820	3,979	11,113	3,197	6,170	911
Grant		3,781	.0019	2,351	.0025	68	50	683	336	366	...	40	722	438	773	12
Griggs		5,474	.0029	4,211	.0025	89	104	894	359	168	117	49	618	210	2,138	10
Hettinger		6,296	.0032	3,498	.0034	83	78	1,068	700	407	74	190	1,389	688	1,580	10
Kidder		4,253	.0022	2,838	.0024	67	61	577	249	550	...	57	1,050	499	934	10
La Moure		8,752	.0046	3,978	.0036	75	96	1,575	558	127	323	144	2,060	665	2,698	19
Logan		3,637	.0019	2,798	.0020	61	58	562	174	123	211	41	490	255	1,357	11
McHenry		8,935	.0046	3,081	.0050	75	69	1,979	854	712	46	27	1,392	555	2,353	24
McIntosh		7,205	.0038	4,238	.0029	73	95	933	366	1,279	...	68	1,791	298	2,076	12
McKenzie		5,597	.0029	3,109	.0031	86	81	917	267	347	125	27	908	425	1,808	29
McLean		13,569	.0070	2,609	.0092	79	80	3,162	1,143	1,136	231	77	2,231	1,156	3,473	88
Mercer		7,068	.0037	3,366	.0037	80	80	1,102	726	1,200	60	164	1,602	398	1,345	16
Morton		20,252	.0105	3,750	.0103	81	83	4,031	2,764	1,389	847	744	2,973	2,037	3,540	53
Mandan		13,075	.0068		.0053	108	139	2,751	1,569	1,014	767	642	2,093	1,539	1,573	35
See Bismarck-Mandan																
Mountrail		10,583	.0055	4,233	.0048	94	108	1,581	1,064	817	397	16	1,464	847	2,945	38
Nelson		6,240	.0033	3,671	.0033	80	80	891	646	523	40	69	850	440	2,109	16
Oliver		706	.0003	1,412	.0010	67	20	142	85	252	...	...	...	26	201	.
Pembina		11,319	.0059	3,234	.0066	85	76	2,036	1,106	897	220	86	2,203	539	2,970	24
Pierce		7,284	.0038	3,642	.0035	78	83	1,167	566	564	456	251	1,966	214	1,556	31
Ramsey		19,804	.0103	6,001	.0078	103	136	3,542	1,985	2,245	950	591	3,476	1,348	3,650	56
Devils Lake		16,298	.0085		.0053	136	218	3,046	1,145	2,165	950	557	3,056	1,084	2,969	43
Ransom		8,032	.0041	3,825	.0036	80	91	1,462	443	553	311	310	1,607	491	2,047	40
Renville		5,486	.0029	3,644	.0027	84	91	710	378	135	73	...	655	419	1,749	11
Richland		20,177	.0105	3,603	.0105	88	88	3,376	1,242	2,168	667	934	3,293	1,353	4,861	49
Wahpeton		10,209	.0053		.0041	114	147	1,512	338	1,396	600	786	1,906	830	1,766	21
Rolette		3,247	.0042	3,586	.0037	64	72	1,554	635	571	283	114	1,888	937	1,768	21
Sargent		3,269	.0017	1,816	.0026	62	40	747	321	86	...	39	499	339	1,053	.
Sheridan		3,687	.0020	3,073	.0021	78	74	507	180	147	66	..	557	563	1,196	21
Sioux		1,162	.0006	1,937	.0009	53	35	78	96	452	...	...	..	57	301	.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 1

N. DAKOTA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956													
		Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Slope		352	.0001	704	.0008	62	8	101	81	...	...	...	...	170	...	...
Stark		19,728	.0103	4,932	.0083	89	111	2,690	2,348	2,236	1,068	709	4,222	1,684	3,263	612
Dickinson		15,924	.0083		.0057	110	160	1,539	1,850	2,191	1,068	552	3,565	1,462	2,493	484
Steele		2,551	.0013	2,126	.0021	81	50	551	242	290	...	122	289	274	719	...
Stutsman		28,715	.0149	4,286	.0133	84	94	4,918	1,931	2,164	1,340	1,298	5,539	2,429	6,754	853
Jamestown		23,086	.0120		.0095	110	140	3,864	1,289	1,751	1,340	1,046	5,117	1,945	5,213	758
Towner		5,491	.0029	4,224	.0025	83	97	867	378	306	41	120	1,277	582	1,536	123
Traill		11,900	.0062	4,103	.0057	90	98	1,711	934	800	177	382	2,188	762	3,544	293
Walsh		20,414	.0106	4,438	.0101	85	89	3,247	1,676	2,096	736	403	3,816	1,147	5,105	389
Grafton		10,707	.0056		.0037	112	170	1,770	838	1,010	673	368	2,172	502	2,471	219
Ward		61,164	.0317	5,228	.0262	107	129	8,791	4,431	7,226	3,908	4,064	12,182	4,119	8,516	2,998
Minot		52,022	.0270		.0202	123	165	7,403	2,972	5,601	3,828	4,015	11,656	3,153	5,285	2,839
Wells		10,054	.0053	3,867	.0046	81	93	1,969	661	841	307	132	2,034	668	2,525	256
Williams		31,985	.0166	3,676	.0158	92	97	5,489	2,683	3,154	1,614	1,477	7,407	2,477	4,991	894
Williston		22,097	.0115		.0086	116	155	4,202	1,212	2,474	1,194	1,316	5,793	1,504	2,426	645
Total Above Cities		360,729	.1875		.1401	119	159	55,072	23,784	46,203	26,422	19,463	81,233	22,060	48,732	11,235
State Total		704,099	.3658	4,127	.3338	89	97	114,747	55,157	71,698	33,376	24,875	136,982	47,967	146,887	20,286
METRO. AREA		RETAIL SALES — SM ESTIMATES, 1956														
△Fargo	204	103,933	.0540	5,413	.0443	110	134	14,905	6,670	12,629	7,693	4,388	22,176	5,744	17,928	2,673
Total Above Area		103,933	.0540	5,413	.0443	110	134	14,905	6,670	12,629	7,693	4,388	22,176	5,744	17,928	2,673

OHIO — (Other East North Central States: Illinois, Indiana, Michigan, Wisconsin.)

Map, page 574

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Akron	Summit	300.2	2,835	640	668	218	164	144	131	253	136	123
Alliance	Stark	31.5	337	68	64	22	25	25	29	27	16	8
Ashland	Ashland	15.6	220	34	38	22	19	22	19	17	13	6
Ashtabula	Ashtabula	24.9	411	98	67	33	34	26	23	33	24	11
Athens	Athens	12.1	213	43	41	12	16	15	11	20	16	6
Barberton	Summit	33.3	413	104	88	22	32	16	24	39	23	13
Bedford	Cuyahoga	11.6	159	29	29	8	12	9	14	24	9	2
Bellaire	Belmont	12.4	206	72	39	4	19	10	10	13	5	9
Bellefontaine	Logan	11.5	190	29	30	23	20	11	15	11	16	4
Berea	Cuyahoga	16.0	134	22	23	9	17	10	9	14	8	5
Bexley	Franklin	14.2	59	9	5	14	7	3	2	4	2	4
Bowling Green	Wood	13.2	187	34	28	21	15	9	13	16	21	6
Bucyrus	Crawford	11.3	209	38	36	10	21	20	17	21	16	4
Cambridge	Guernsey	15.2	286	62	49	22	21	17	17	30	16	6
Campbell	Mahoning	13.3	132	52	34	5	3	6	7	7	5	2
Canton	Stark	123.7	1,555	356	356	129	98	95	68	138	78	49
Celina	Mercer	6.7	161	38	14	12	13	13	12	17	14	3
Chagrin Falls	Cuyahoga	3.4	86	13	13	12	2	4	4	8	10	3
Chillicothe	Ross	26.3	370	86	72	23	25	26	27	30	23	14
Cincinnati	Hamilton	546.4	6,001	1,645	1256	603	438	316	172	400	198	268
Circleville	Pickaway	9.5	173	37	29	5	8	16	21	20	20	3
Cleveland	Cuyahoga	947.8	10737	3,107	2377	778	815	600	319	720	463	414
Cleveland Heights	Cuyahoga	61.6	474	105	52	74	44	46	20	49	17	23
Columbus	Franklin	431.3	4,440	949	934	417	308	244	233	392	200	177
Conneaut	Ashtabula	10.9	173	40	32	10	11	9	11	16	15	3
Coshocton	Coshocton	13.3	216	42	47	11	18	12	21	21	15	6
Cuyahoga Falls	Summit	41.2	294	71	35	32	24	11	16	39	18	14
Dayton	Montgomery	286.4	2,879	646	617	230	199	171	124	282	117	119
Defiance	Defiance	13.4	210	30	32	24	18	10	17	30	16	6
Delaware	Delaware	13.4	177	24	31	12	17	13	14	21	15	6
Dover	Tuscarawas	10.5	194	29	29	30	16	17	15	19	10	6
East Cleveland	Cuyahoga	41.4	307	63	45	40	14	21	7	40	16	20
East Liverpool	Columbiana	25.1	343	90	59	20	39	25	16	24	21	14
Elyria	Lorain	36.8	422	70	75	32	44	34	33	38	33	8
Euclid	Cuyahoga	60.8	238	41	44	33	21	10	11	20	12	13
Fairborn	Greene	14.5	115	19	16	9	9	9	11	10	6	4
Fairview Park	Cuyahoga	14.3	103	20	11	15	18	10	1	8	5	4
Findlay	Hancock	27.5	367	58	62	31	26	35	32	32	31	8
Fostoria	Seneca	16.1	204	28	32	15	22	17	22	22	20	4
Fremont	Sandusky	18.0	320	59	51	24	26	34	26	24	27	4
Galion	Crawford	10.9	157	25	27	6	15	16	13	10	21	2
Gallipolis	Gallia	8.0	140	23	23	6	10	11	15	15	14	5
Garfield Heights	Cuyahoga	28.5	147	39	26	10	17	6	5	20	8	7
Girard	Trumbull	11.3	145	38	21	4	9	10	11	25	7	4
Greenville	Darke	9.4	204	37	17	21	17	17	19	21	12	5
Hamilton	Butler	67.3	811	199	170	52	56	45	47	72	53	22
Hillsboro	Highland	5.5	156	34	21	15	13	7	11	15	14	3
Ironton	Lawrence	17.6	255	51	52	15	23	9	21	26	18	8
Jackson	Jackson	7.5	165	29	28	15	12	9	20	20	12	3
Kent	Portage	13.7	167	33	38	6	14	8	16	17	7	4
Kenton	Hardin	9.2	164	27	25	14	12	9	18	21	18	3
Lakewood	Cuyahoga	69.5	508	114	90	52	28	25	22	60	29	31
Lancaster	Fairfield	27.8	377	66	69	26	32	41	30	42	29	9
Lebanon	Warren	5.2	124	15	18	9	10	7	14	17	9	3
Lima	Allen	55.5	736	136	147	69	49	52	44	59	44	22
Lockland	Hamilton	8.1	111	28	21	7	20	6	4	2	6	4
Logan	Hocking	6.0	135	23	20	10	9	6	17	13	12	4
London	Madison	5.4	126	20	21	17	9	8	17	10	10	3
Lorain	Lorain	57.3	696	164	147	44	85	39	28	53	34	21
Mansfield	Richland	48.7	740	157	153	52	53	55	36	69	39	19
Maple Heights	Cuyahoga	25.6	144	36	19	14	8	11	1	23	8	4
Marietta	Washington	17.0	305	59	46	18	23	22	25	37	23	8
Marion	Marion	36.7	462	95	85	50	37	25	32	35	33	7
Martins Ferry	Belmont	13.4	180	59	28	7	13	10	12	17	11	5
Massillon	Stark	34.3	448	106	81	29	41	34	22	43	19	10
Medina	Medina	5.7	151	26	19	12	11	9	12	16	13	5
Miamisburg	Montgomery	7.2	114	29	13	7	12	7	10	15	4	2
Middletown	Butler	43.2	434	93	92	28	37	26	32	40	13	8
Mount Vernon	Knox	15.0	254	53	34	16	17	24	24	22	21	4
Napoleon	Henry	5.9	128	23	20	17	12	2	6	19	9	3
New Philadelphia	Tuscarawas	14.1	213	44	38	14	21	14	13	20	15	4
Newark	Licking	38.1	498	98	92	45	39	25	31	45	32	12
Niles	Trumbull	17.7	221	55	35	13	13	8	22	24	11	5
Norwalk	Huron	11.1	68	16	11	4	3	3	7	6	7	2
Norwood	Hamilton	40.1	409	102	81	38	27	36	16	23	19	18
Painesville	Lake	16.6	229	40	25	21	25	12	23	25	16	5
Parma	Cuyahoga	58.5	241	54	36	25	5	24	9	37	16	5
Piqua	Miami	20.1	268	40	46	28	20	37	17	22	18	5
Port Clinton	Ottawa	6.4	130	27	24	8	12	10	11	7	10	2
Portsmouth	Scioto	43.1	529	132	105	28	42	41	35	43	26	12

SM, 1957.

Before using these figures, read foreword, page 11.

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OHIO

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Ravenna	Portage	10.7	203	59	27	9	12	13	20	17	16	7
Reading	Hamilton	9.8	134	23	34	14	6	9	9	14	6	3
Rocky River	Cuyahoga	14.1										
Salem	Columbiana	13.7	221	34	31	21	25	18	21	24	17	5
Sandusky	Erie	32.5	448	84	107	28	44	36	26	31	16	15
Shaker Heights	Cuyahoga	33.0	175	28	21	18	26	14	8	18	6	6
Shelby	Richland	9.3	124	21	18	14	10	11	7	13	9	4
Sidney	Shelby	12.8	199	44	19	13	18	18	14	11	20	6
South Euclid	Cuyahoga	25.5	149	17	20	30	14	14	4	18	9	3
Springfield	Clark	86.1	965	225	203	84	61	62	41	96	49	37
Steubenville	Jefferson	36.8	509	142	106	27	42	29	31	30	22	13
Tiffin	Seneca	20.6	273	51	44	21	27	23	27	24	22	6
Toledo	Lucas	333.3	3,558	712	879	268	274	225	137	323	146	137
Troy	Miami	12.9	174	32	19	14	15	8	18	17	16	5
University Heights	Cuyahoga	14.7	59	9	4	13	9	4	0	9	3	2
Urbana	Champaign	10.3	175	36	22	4	12	13	19	13	12	5
Van Wert	Van Wert	11.1	193	35	26	14	13	13	19	31	15	4
Warren	Trumbull	55.5	731	138	156	53	62	41	48	67	32	25
Washington Court House	Fayette	12.9	192	46	32	9	10	11	14	22	12	5
Whitehall	Franklin	21.2	57	13	9	4	6	2	2	11	1	3
Willoughby	Lake	12.3	184	42	31	10	14	8	14	14	19	5
Wilmington	Clinton	8.3	147	25	16	9	14	11	11	19	16	5
Wooster	Wayne	15.1	252	44	45	24	16	15	18	33	13	6
Xenia	Greene	15.0	198	42	27	13	16	14	19	12	15	3
Youngstown	Mahoning	181.0	1,893	474	411	121	129	136	85	172	79	72
Zanesville	Muskingum	44.2	646	154	132	43	55	32	33	64	34	19

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
										Income Breakdown of Consumer Spending Units											
Adams		21.9	.0129	6.7		21,992	.0077	1,004	3,282	7.4	2,984	49.9	25.4	31.5	36.2	15.2	26.9	2.7	7.6	.7	4.0
Allen	79	99.3	.0589	29.9	61.1	174,516	.0615	1,757	5,837	34.9	5,005	23.4	7.1	25.8	17.8	36.6	38.8	9.7	16.1	4.5	20.4
▲Lima		55.5	.0329	17.4		107,068	.0377	1,929	6,153	21.1	5,071	23.2	6.9	24.9	16.9	37.0	38.6	10.2	16.8	4.7	20.8
Ashland		36.1	.0213	11.3	18.6	60,204	.0212	1,668	5,328	12.8	4,704	25.9	9.4	28.4	20.7	33.4	37.5	8.4	14.9	3.9	19.5
Ashland		15.6	.0092	5.2		30,707	.0108	1,968	5,905	6.1	5,068	23.7	7.1	26.6	18.0	34.7	36.2	10.1	16.6	4.9	22.1
Ashtabula		86.1	.0511	28.5	46.3	145,289	.0512	1,687	5,481	29.7	4,883	24.0	7.5	24.8	17.4	37.2	40.3	10.1	17.2	3.9	17.6
Ashtabula		24.9	.0148	7.7		50,092	.0177	2,012	6,506	9.2	5,437	19.3	5.4	23.6	14.9	39.3	38.2	12.4	19.0	5.4	22.5
Conneaut		10.9	.0065	3.6		19,841	.0070	1,820	5,511	4.1	4,895	22.7	7.0	22.9	16.2	40.6	43.8	10.3	17.5	3.5	15.5
Athens		46.3	.0274	12.5	17.1	58,615	.0207	1,266	4,689	17.8	3,301	47.8	22.0	26.8	30.0	17.8	26.5	3.9	9.8	1.7	9.7
Athens		12.1	.0072	3.4		23,926	.0084	1,977	7,037	7.4	3,254	54.7	25.5	22.9	24.2	16.1	26.2	4.1	10.5	2.2	13.6
Auglaize		34.1	.0202	10.2	13.5	50,656	.0178	1,486	4,966	11.2	4,539	25.3	8.5	29.2	22.0	35.1	40.6	7.2	13.3	3.2	15.4
Belmont	160	89.2	.0528	26.8	47.3	122,792	.0433	1,377	4,582	29.7	4,138	30.2	11.1	32.0	26.5	29.1	37.2	6.2	12.4	2.5	12.8
Martins Ferry-Bellaire		*25.8*	*.0152*	*8.0*		*38,704*	*.0137*	*1,500*	*4,838*												
Bellaire		12.4	.0073	3.8		17,484	.0062	1,410	4,601	4.5	3,903	28.8	11.2	34.9	30.7	29.9	40.5	4.9	10.4	1.5	7.2
Martins Ferry		13.4	.0079	4.2		21,220	.0075	1,584	5,053	4.8	4,442	27.6	9.4	28.6	22.2	33.2	39.5	7.5	14.0	3.1	14.9
Brown		23.7	.0141	7.3		25,264	.0089	1,066	3,461	7.9	3,195	46.7	22.2	30.7	33.0	18.3	30.3	3.1	8.2	1.2	6.3
Butler	60	170.5	.1010	48.9	127.5	316,817	.1116	1,858	6,479	61.1	5,185	25.1	7.4	22.5	14.8	36.2	36.9	10.9	17.5	5.3	23.4
▲Hamilton		67.3	.0399	20.3		121,233	.0427	1,801	5,972	23.0	5,267	22.6	6.5	23.6	15.4	37.7	37.8	10.8	17.1	5.3	23.2
▲Middletown		43.2	.0256	12.9		90,403	.0319	2,093	7,008	15.6	5,787	20.7	5.4	20.3	12.0	38.8	35.5	13.3	19.2	6.9	27.9
Carroll		20.4	.0121	5.9	4.6	26,840	.0095	1,316	4,549	6.5	4,143	29.5	10.8	32.2	26.8	29.9	38.1	5.9	11.8	2.5	12.5
Champaign		28.8	.0170	8.8	10.3	42,754	.0150	1,485	4,858	9.8	4,361	30.5	10.8	30.8	24.2	29.3	35.5	6.0	11.4	3.6	18.3
Urbana		10.3	.0061	3.1		17,123	.0060	1,662	5,524	3.7	4,586	28.9	9.6	29.4	22.0	31.0	35.7	6.4	11.6	4.3	21.1
Clark	144	124.1	.0735	37.7	93.3	225,477	.0795	1,817	5,981	43.8	5,143	22.7	6.7	24.9	16.6	36.7	37.7	10.9	17.7	4.8	21.3
▲Springfield		86.1	.0510	26.6		165,060	.0582	1,917	6,205	32.2	5,128	23.0	6.8	24.8	16.6	36.4	37.5	11.0	17.9	4.8	21.2

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

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WESTINGHOUSE BROADCASTING COMPANY, INC.

OHIO COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Clermont		47.9	.0284	13.8		63,658	.0224	1,329	4,613	15.0	4,239	32.2	11.5	28.4	23.0	29.8	37.2	6.8	12.9	3.0	15.4
Clinton		28.0	.0166	8.6	8.3	42,164	.0149	1,506	4,903	10.3	4,102	35.3	13.1	30.0	25.0	25.4	32.8	6.2	12.7	3.1	16.4
Wilmington		8.3	.0049	2.7		15,392	.0054	1,854	5,701	3.6	4,265	33.8	12.0	28.7	23.2	26.5	32.8	7.7	15.0	3.3	17.0
Columbiana		108.0	.0640	32.6	65.3	170,361	.0600	1,577	5,226	35.8	4,764	23.4	7.5	28.9	20.8	35.8	39.7	8.1	14.1	3.8	17.8
East Liverpool		25.1	.0149	7.7		43,781	.0154	1,744	5,686	9.1	4,831	21.1	6.6	29.8	21.1	37.3	40.8	8.0	13.9	3.8	17.6
Salem		13.7	.0081	4.4		25,965	.0091	1,895	5,901	4.8	5,440	21.7	6.1	24.0	15.1	38.0	37.0	10.1	15.5	6.2	26.3
Coshocton		35.0	.0207	11.0	13.3	54,303	.0191	1,552	4,937	12.3	4,408	29.3	10.1	30.6	23.9	29.6	35.4	7.0	13.3	3.5	17.3
Coshocton		13.3	.0079	4.4		24,885	.0088	1,871	5,656	5.2	4,804	26.7	8.5	28.8	20.5	31.0	34.1	9.0	15.6	4.5	21.3
Crawford		41.9	.0248	13.2	27.6	67,615	.0239	1,614	5,122	14.9	4,535	25.3	8.5	28.8	21.9	34.9	40.6	7.9	14.4	3.1	14.6
Bucyrus		11.3	.0067	3.5		19,402	.0068	1,717	5,543	4.5	4,346	28.5	10.0	27.5	21.5	33.9	41.3	7.5	14.5	2.6	12.7
Galion		10.9	.0065	3.5		21,095	.0074	1,935	6,027	4.3	4,857	23.3	7.3	27.2	19.3	36.2	39.3	9.3	16.0	4.0	18.1
Cuyahoga	30	1551.0	.9188	467.7	1527.4	3,617,528	1.2747	2,332	7,735	569.1	6,357	17.7	4.2	20.3	11.0	38.8	32.3	14.2	18.6	9.0	33.9
▲Cleveland		947.8	.5615	284.2		1,979,872	.6976	2,089	6,966	356.5	5,553	19.9	5.4	22.8	14.2	39.0	37.1	12.3	18.5	6.0	24.8
Lakewood		69.5	.0412	22.5		216,352	.0762	3,113	9,616	27.6	7,851	13.1	2.5	15.5	6.8	38.6	26.0	18.8	20.0	14.0	44.7
Cleveland Heights		61.6	.0365	18.9		223,036	.0786	3,621	11,801	22.7	9,815	13.2	2.0	13.4	4.8	31.8	17.1	19.6	16.6	22.0	59.5
East Cleveland		41.4	.0245	13.9		110,468	.0389	2,668	7,947	17.0	6,510	14.2	3.3	19.0	10.0	42.0	34.1	16.1	20.6	8.7	32.0
Shaker Heights		33.0	.0195	10.2		165,388	.0583	5,012	16,215	12.8	12,904	14.0	1.7	12.8	3.3	24.9	10.2	15.2	9.8	33.1	75.0
Euclid		60.8	.0360	17.1		142,865	.0503	2,350	8,355	19.3	7,386	10.7	2.2	13.9	6.5	45.3	32.4	18.7	21.1	11.4	37.8
Bedford		11.6	.0069	3.3		23,809	.0084	2,053	7,215	3.7	6,447	13.9	3.3	18.2	9.6	43.7	35.8	15.9	20.6	8.3	30.7
Rocky River		14.1	.0084	4.4		52,499	.0185	3,723	11,932	5.0	10,462	11.7	1.7	13.2	4.3	31.5	15.9	19.5	15.6	24.1	62.5
Parma		58.5	.0347	15.9		129,221	.0455	2,209	8,127	18.3	7,047	12.5	2.7	16.2	7.9	43.1	32.3	17.8	21.0	10.4	36.1
Garfield Heights		28.5	.0169	7.6		60,346	.0213	2,117	7,940	8.6	6,979	11.4	2.5	15.5	7.7	44.8	33.9	18.5	22.0	9.8	33.9
Berea		16.0	.0095	4.1		35,412	.0125	2,213	8,637	6.0	5,941	24.2	6.2	16.7	9.7	37.8	33.6	13.3	18.6	8.0	31.9
Maple Heights		25.6	.0152	6.7		49,134	.0173	1,919	7,333	7.3	6,755	10.7	2.4	15.1	7.6	48.0	37.6	17.5	21.6	8.7	30.8
South Euclid		25.5	.0151	7.3		70,558	.0249	2,767	9,665	8.7	8,133	12.6	2.4	14.1	5.9	38.4	24.9	20.0	20.5	14.9	46.3
University Heights		14.7	.0087	3.8		57,646	.0203	3,921	15,170	5.1	11,215	16.7	2.3	11.5	3.5	24.6	11.6	19.8	14.7	27.4	67.9
Chagrin Falls		3.4	.0020	1.0		9,063	.0032	2,666	9,063	1.3	7,119	15.9	3.4	21.1	10.1	37.9	28.2	12.7	14.9	12.4	43.4
Fairview Park		14.3	.0085	4.2		37,962	.0134	2,655	9,039	4.7	8,120	11.0	2.1	12.4	5.2	41.7	27.1	20.5	21.1	14.4	44.5
Parke		45.0	.0267	13.7	9.4	62,586	.0229	1,390	4,567	14.4	4,343	28.6	10.0	29.7	23.8	31.7	38.5	7.1	13.6	2.9	14.4
Greeneville		9.4	.0056	3.0		16,693	.0059	1,776	5,564	3.5	4,730	27.3	8.8	28.1	20.4	32.1	35.8	8.2	14.4	4.3	20.6
Defiance		28.4	.0168	8.5	15.5	46,679	.0165	1,643	5,491	9.8	4,758	25.9	8.3	29.1	20.9	33.3	37.0	7.3	12.8	4.4	21.0
Defiance		13.4	.0079	4.0		24,830	.0087	1,852	6,205	4.9	5,026	25.3	7.6	28.9	18.4	34.5	36.3	8.0	13.3	5.3	24.4
Delaware		32.7	.0194	9.2	13.4	52,978	.0186	1,620	5,758	12.7	4,188	36.8	13.4	27.8	22.7	28.5	32.2	6.3	12.6	3.8	19.1
Delaware		13.4	.0079	3.8		26,105	.0092	1,948	6,870	6.6	3,980	41.1	15.7	25.7	22.1	24.0	31.9	5.9	12.3	3.3	18.0

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



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The market research department of The Plain Dealer offers many studies on the sale of most important commodities in Greater Cleveland. Write for our list of publications. They're yours for the asking.

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in Central Ohio . . .



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This is no place to be modest about being first . . . You name it and we'll show you a fat number one. For months we haven't had fewer than 28 of the top 30 Pulse-rated programs . . . most of the time, all 30; and 12 of these are our local shows. It follows that we have more listeners than any other station heard in Central Ohio. Five other stations and "miscellaneous" cut up an average of only 63%, according to Pulse. Our merchandising department specializes in emptying displays. If you think we want you to buy WBNS Radio, you are so right!

WBNS RADIO

Columbus, Ohio

CBS RADIO NETWORK

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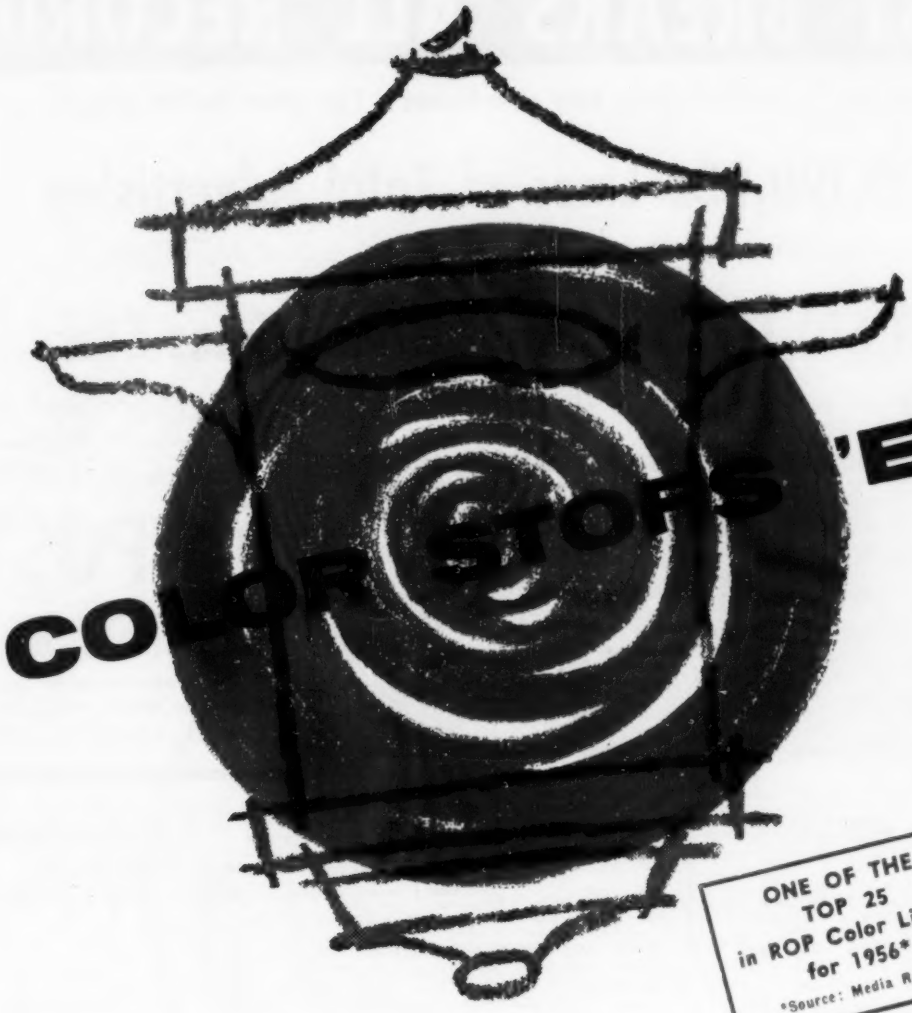
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

OHIO COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME—SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	¢ % Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Erie		58.8	.0348	18.0	38.1	103,365	.0364	1,758	5,743	19.9	5,190	21.7	6.3	24.0	15.9	39.0	39.7	10.4	16.8	4.9	21.3
Sandusky		33.5	.0193	10.3		61,898	.0218	1,905	6,010	11.8	5,229	21.6	6.3	23.8	15.6	39.3	39.7	10.2	16.3	5.1	22.1
Fairfield		56.9	.0337	17.2	27.8	87,282	.0308	1,534	5,075	19.4	4,510	26.7	9.0	29.5	22.4	33.3	39.1	7.2	13.2	3.3	16.3
Lancaster		27.8	.0165	8.8		48,970	.0173	1,762	5,565	10.3	4,745	23.8	7.8	28.9	21.0	35.6	39.6	7.9	13.8	3.8	18.0
Fayette		24.6	.0146	7.7	12.9	35,037	.0123	1,424	4,550	8.5	4,137	32.9	12.1	30.8	25.5	28.0	35.8	5.3	10.7	3.0	15.9
Washington Court		12.9	.0076	3.9		20,787	.0073	1,611	5,330	4.9	4,283	31.6	11.2	30.5	24.5	28.9	35.6	5.5	10.8	3.5	17.9
Franklin	33	621.9	.3684	184.7	543.3	1,347,551	.4749	2,167	7,296	229.0	5,883	20.9	5.4	22.8	13.3	36.0	32.3	12.6	17.8	7.7	31.2
▲Columbus		431.3	.2555	129.3		927,150	.3267	2,150	7,171	163.7	5,662	21.3	5.7	23.5	14.2	36.1	33.7	12.3	18.1	6.8	28.3
Bexley		14.2	.0084	4.0		54,938	.0194	3,869	13,735	5.6	9,748	20.9	3.3	13.9	4.9	26.2	14.2	15.7	13.4	23.3	64.2
Whitehall		21.2	.0126	6.7		43,018	.0152	2,029	6,421	7.1	6,058	16.7	4.2	21.3	12.1	40.4	35.3	13.8	18.9	7.8	29.5
Fulton		28.0	.0166	8.3	4.0	41,584	.0146	1,485	5,010	8.8	4,739	25.9	8.3	28.3	20.5	33.2	37.1	8.5	15.0	4.1	19.1
Gallia		25.4	.0151	6.7	8.0	23,797	.0084	937	3,552	7.4	3,202	48.1	22.8	30.3	32.3	17.1	28.3	3.0	7.9	1.5	8.6
Gallipolis		8.0	.0047	1.9		7,980	.0028	998	4,200	2.2	3,572	43.9	18.7	30.0	28.8	20.1	29.8	3.5	8.2	2.5	14.5
Geauga		31.6	.0187	8.5		56,242	.0198	1,780	6,617	10.1	5,572	24.9	6.8	21.7	13.4	35.0	33.2	11.3	16.9	7.1	29.7
Greene	37	69.7	.0413	20.0	41.8	135,944	.0479	1,950	6,797	26.8	5,072	26.9	8.1	22.6	15.2	33.9	35.4	11.6	19.0	5.0	22.3
Xenia		15.0	.0089	4.6		27,957	.0099	1,864	11,080	5.8	4,789	27.5	8.7	24.1	17.4	34.6	38.2	9.7	16.8	4.1	18.9
Fairborn		14.5	.0086	4.7		33,446	.0118	2,307	7,116	5.5	6,098	17.8	4.4	17.2	9.7	40.9	35.4	17.2	23.5	6.9	27.0
Guernsey		39.2	.0232	11.6	15.2	47,739	.0169	1,218	4,115	13.3	3,598	38.4	16.2	32.5	31.0	23.4	34.4	4.0	9.3	1.7	9.1
Cambridge		15.2	.0090	5.1		23,005	.0081	1,513	4,511	5.8	3,973	32.9	12.6	32.1	27.6	27.5	36.6	5.2	11.0	2.3	12.2

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.



In Merchandising . . . in Advertising . . . nothing catches the eye like COLOR! Now, you can capture more attention . . . more sales . . . more impact . . . in Columbus and the rich Central Ohio Market. Use new, ROP Full Color advertising in the Columbus DISPATCH and watch profits grow. Write for information today!

Columbus Dispatch

Read in more than 4 out of 5 Columbus homes daily . . . 9 out of 10 on Sunday

National Representatives: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit. Los Angeles, San Francisco. McAskill & Herman, Inc., Miami Beach.

POST BREAKS ALL RECORDS

All Records in Cincinnati's Evening Field were broken in 1956 when The Post carried . . .

★ 18,190,636 Lines of Total Advertising

No Cincinnati evening paper ever before reached this volume

★ 1,610,116 Lines Lead Over Times-Star

Second Consecutive Year that The Post's Lead Has Exceeded a Million Lines

and THE POST LEADS THE TIMES-STAR in

- General Advertising
- Retail Advertising
- Total Display Advertising
- Department Store Advertising
- New Car Advertising
- Color Advertising
- General Grocery Advertising
- Beer Advertising
- Liquor Advertising
- Classified Advertising
- City and Retail Trading Zone Circulation
- Total Circulation

The Cincinnati POST

ROBERT K. CHANDLER
Manager, General Advertising
Represented by the
SCRIPPS-HOWARD NEWSPAPERS
GENERAL ADVERTISING DEPT.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

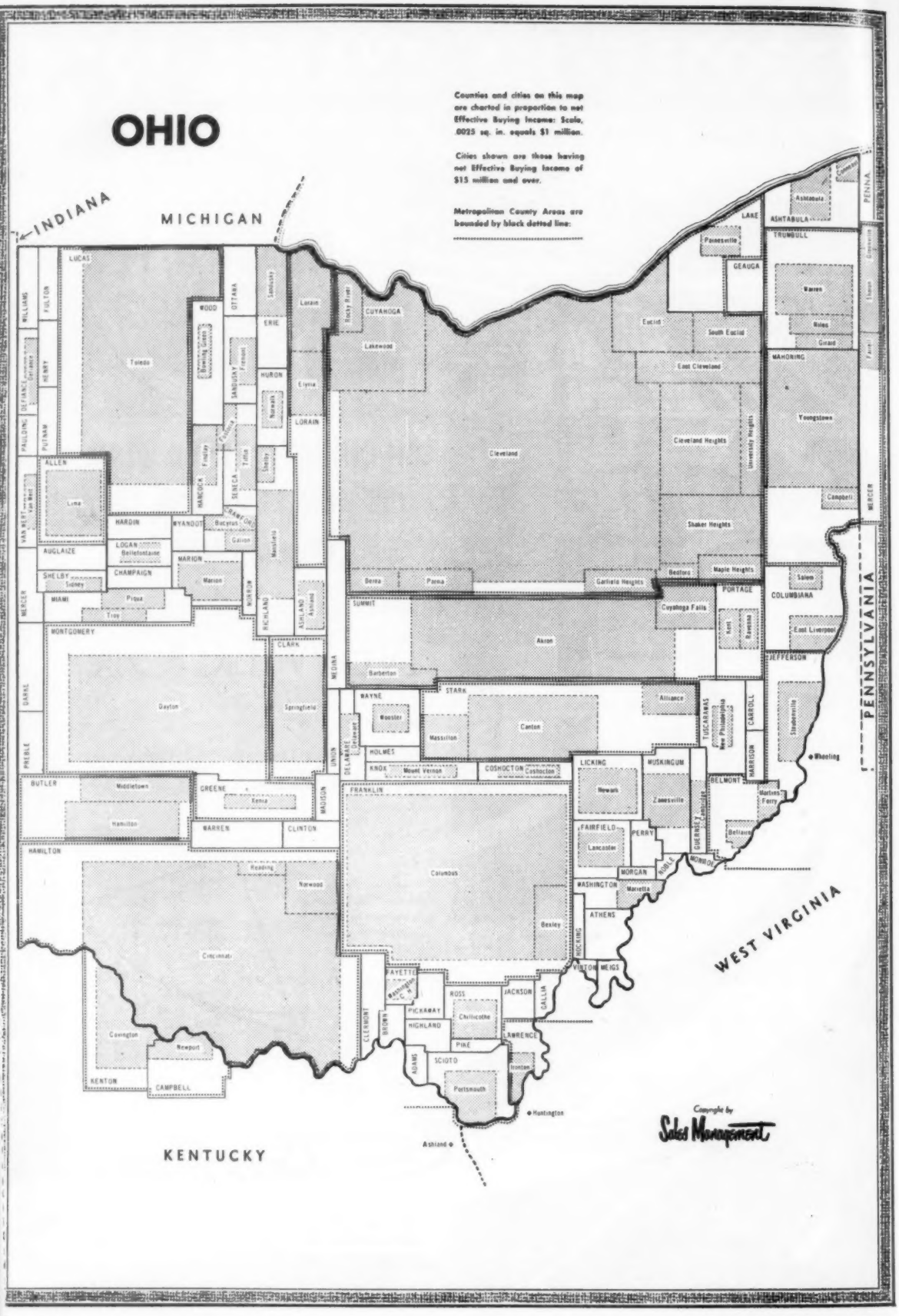
OHIO COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Hamilton	29	823.8	.4880	262.2	757.9	1,651,893	.5820	2,005	6,300	309.9	5,330	25.0	7.1	24.6	15.9	34.1	33.8	10.0	15.6	6.3	27.6
▲Cincinnati		546.4	.3237	177.7		1,116,866	.3935	2,044	6,285	215.0	5,195	26.7	7.8	25.3	16.8	32.5	33.0	9.4	15.0	6.1	27.4
Norwood		40.1	.0238	13.3		82,889	.0292	2,067	6,232	15.4	5,371	18.8	5.3	23.4	15.0	41.6	40.9	11.1	17.2	5.1	21.6
Reading		9.8	.0058	2.8		17,822	.0063	1,819	6,365	3.2	5,526	19.0	5.2	22.7	14.2	41.6	39.7	10.8	16.3	5.9	24.6
Lockland		6.1	.0036	1.7		12,903	.0045	2,115	7,590	2.3	5,639	17.1	4.6	23.4	14.3	41.1	38.5	12.5	18.5	5.9	24.1
Hancock		52.2	.0309	17.0	29.8	85,766	.0303	1,643	5,045	18.1	4,738	26.5	8.5	27.3	19.8	33.9	37.8	8.2	14.4	4.1	19.5
Findlay		27.5	.0163	8.4		50,800	.0179	1,847	6,048	10.4	4,907	26.6	8.2	25.6	17.9	34.5	37.1	8.5	14.5	4.8	22.3
1 Fostoria																					
Hardin		30.7	.0182	9.3	13.2	41,846	.0147	1,363	4,500	11.1	3,770	35.8	14.4	32.8	30.0	24.8	34.7	4.5	10.0	2.1	10.9
Kenton		9.2	.0055	2.9		13,865	.0049	1,507	4,781	3.5	3,980	33.3	12.7	32.0	27.5	27.0	35.9	5.3	11.1	2.4	12.8
Harrison		19.5	.0116	6.0	3.1	27,256	.0096	1,398	4,699	6.5	4,181	29.9	10.9	32.0	28.3	28.5	36.0	7.0	13.9	2.6	12.9
Henry		23.1	.0138	7.0	5.9	35,111	.0124	1,520	5,016	7.5	4,700	24.2	7.8	31.6	23.1	32.9	37.0	7.2	12.8	4.1	19.3
Napoleon		5.9	.0035	1.9		11,381	.0040	1,929	5,990	2.2	5,171	22.4	6.6	28.5	18.9	35.4	36.2	8.0	13.0	5.7	25.3
Highland		30.8	.0183	9.6	10.9	36,685	.0129	1,191	3,821	10.6	3,473	41.7	16.3	32.0	31.6	20.6	31.4	4.0	9.5	1.7	9.2
Hillsboro		5.5	.0033	1.8		8,442	.0030	1,535	4,690	2.2	3,784	39.9	16.0	29.1	26.4	23.8	33.3	4.6	10.1	2.6	14.2
Hocking		23.6	.0140	6.7	6.0	27,826	.0098	1,179	4,153	7.7	3,600	37.3	15.8	33.2	31.5	23.6	34.7	4.4	10.2	1.5	7.8
Logan		6.0	.0036	2.2		9,400	.0033	1,567	4,273	2.3	4,116	31.0	11.5	29.7	24.7	30.6	39.3	6.3	12.8	2.4	11.7
Holmes		20.5	.0121	5.5		23,092	.0082	1,126	4,199	5.8	3,980	35.7	13.7	31.2	27.1	24.4	32.5	6.1	12.8	2.6	13.9
Huron		43.8	.0260	13.1	20.7	69,207	.0243	1,580	5,283	14.9	4,650	27.0	8.8	25.3	18.7	35.7	40.6	8.5	15.2	3.5	16.7
Norwalk		11.1	.0066	3.7		20,507	.0072	1,847	5,542	4.1	4,985	27.5	8.4	22.9	15.8	34.8	36.9	9.9	16.5	4.9	22.4
Jackson		30.8	.0182	8.6	14.3	34,888	.0123	1,133	4,057	9.9	3,514	40.3	17.4	31.3	30.5	23.0	35.0	3.1	7.5	1.7	9.0
Jackson		7.5	.0044	2.5		10,331	.0036	1,377	4,132	2.6	3,940	33.9	13.1	29.4	25.6	30.0	40.3	4.5	9.4	2.2	11.6

Fostoria is in Hancock and Seneca Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

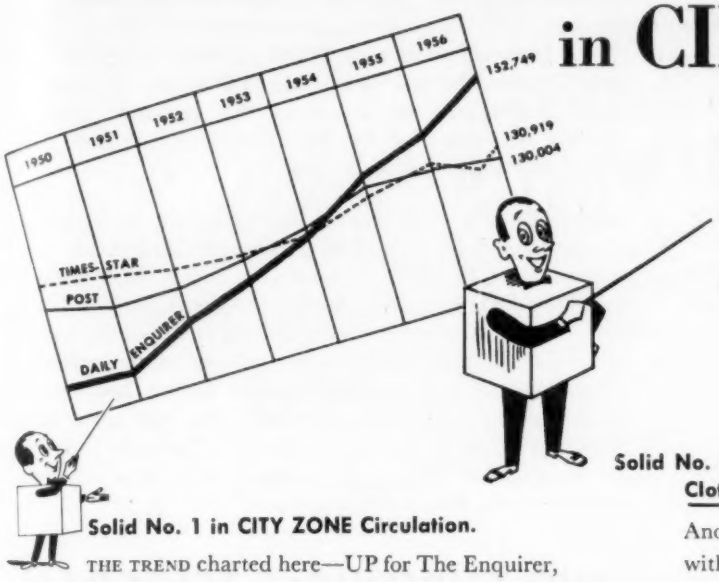
Before using these figures, read foreword, page 11.
© SM, 1957.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.


CINCINNATI TIMES-STAR
the NEW LEADER in the evening field
with the
NEW LOOK
FIRST in ABC City Zone circulation—NOW 130,919
FIRST in ABC City Zone Gains—UP 2,919 . . . nearly 3 to 1 over our competitor in the BIG evening field!
It pays to advertise in Cincinnati's only Locally Owned, Locally Edited, Locally Interested newspaper . . .
CINCINNATI TIMES-STAR 130,919 Sept. 30, 1956
CINCINNATI POST 128,993 Sept. 30, 1955
CINCINNATI POST 130,074 Sept. 30, 1956
CINCINNATI TIMES-STAR 128,000
GREATER CINCINNATI Times-Star
GENERAL ADVERTISING REPRESENTATIVES: O'MARA & ORMSBEE NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO, LOS ANGELES
FLORIDA REPRESENTATIVES: McASKILL & HERMAN, MIAMI BEACH


OHIO
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0025 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Metropolitan County Areas are bounded by black dotted line:
INDIANA
MICHIGAN
PENNSYLVANIA
WEST VIRGINIA
KENTUCKY
Lucas
Toledo
Wood
Bowling Green
Ottawa
Sandusky
Fremont
Erie
Huron
Norwalk
Lorain
Elyria
Cuyahoga
Rocky River
Lakewood
Cleveland
Euclid
South Euclid
East Cleveland
Cleveland Heights
University Heights
Lake
Painesville
Geauga
Ashtabula
Trumbull
Warren
Niles
Girard
Mahoning
Youngstown
Campbell
Williams
Fulton
Henry
Defiance
Paulding
Putnam
Allen
Lima
Hancock
Findlay
Seneca
Tiffin
Sandusky
Crawford
Bucyrus
Galion
Mansfield
Hardin
Wyandot
Auglaize
Logan
Bellefontaine
Marion
Shelby
Sidney
Champaign
Miami
Piqua
Troy
Montgomery
Dayton
Springfield
Clark
Richland
Ashland
Ashland
Medina
Summit
Akron
Barberton
Berea
Parma
Garfield Heights
Bedford
Maple Heights
Shaker Heights
Portage
Kent
Ravenna
Cuyahoga Falls
Salem
Columbiana
East Liverpool
Jefferson
Steubenville
Wheeling
Wayne
Wooster
Stark
Canton
Massillon
Alliance
Tuscarawas
New Philadelphia
Carroll
Harrison
Holmes
Knox
Mount Vernon
Coshocton
Licking
Newark
Muskingum
Zanesville
Belmont
Martins Ferry
Bellaire
Guernsey
Noble
Monroe
Fairfield
Lancaster
Perry
Morgan
Washington
Marietta
Athens
Hocking
Vinton
Meigs
Franklin
Columbus
Bexley
Union
Delaware
Madison
Greene
Xenia
Warren
Clinton
Butler
Middletown
Hamilton
Hamilton
Reading
Norwood
Cincinnati
Fayette
Pickaway
Ross
Chillicothe
Jackson
Gallia
Highland
Pike
Lawrence
Scioto
Adams
Brown
Clermont
Ironton
Portsmouth
Huntington
Ashland
Covington
Newport
Kenton
Campbell
Preble
Darke
Mercer
Van Wert
Paulding
Putnam
Copyright by
Sales Management

Look HOW MUCH things have changed in CINCINNATI!



The Solid No. 1 in Solid Cincinnati is the Cincinnati Daily Enquirer

Solid No. 1 in CITY ZONE Circulation.

THE TREND charted here—UP for The Enquirer, down for the other two newspapers—is typical of the Cincinnati newspaper situation in ALL OTHER CLASSES of circulation and of major categories of advertising linage.

Solid No. 1 in RETAIL TRADING ZONE Circulation and in TOTAL Circulation.

And in total circulation the Daily Enquirer with 212,879 leads the next-highest newspaper by a whopping 46,704 families.

Solid No. 1 with Cincinnati women.

The most recent Cincinnati Newspaper Profiles Study reports that *more* Cincinnati women *prefer* The Enquirer than the other two daily papers—and more of them read it more thoroughly (Enquirer - 41%, Times-Star - 30%, Post - 29%).

Solid No. 1 in Main Department Store Linage.

Reflecting the popularity trend with women, this is a NEW FIRST in The Enquirer's leadership pattern:

Daily Enquirer	Post	Times-Star
3,119,078	2,612,958	2,885,444

Solid No. 1 with Local Merchants Placing Women's Clothing Advertising.

Another reflection of the growing popularity-with-women trend:

Daily Enquirer	Post	Times-Star
1,348,705	81,179	164,053

Solid No. 1 in EVERY MAJOR LINAGE CLASSIFICATION.

	Daily Enquirer	Post	Times-Star
Retail Display	9,937,975	8,491,488	8,076,948
General Display	3,049,282	2,769,880	2,752,064
Automotive Display	1,463,873	1,416,487	1,260,875
Total Display	14,776,538	12,863,404	12,315,318
Classified	8,870,302	5,246,278	4,159,314
Total Advertising	**23,715,781**	**18,190,636**	**16,580,520**

Solid No. 1 in Value.

Lowest milline rate of all three dailies.

Solid No. 1 in Merchandising Cooperation.

Offering alert, creative, aggressive merchandising to the local level.

. . . AND the SUNDAY Enquirer continues its exclusive blanket coverage of the Cincinnati area . . . reaching 4 out of every 5 families in the nation's 16th largest metropolitan area.

Source: A.B.C. Publishers' Statements, September 30, 1956, and Media Records, year 1956.

Solid Cincinnati reads (and advertisers are flocking solidly to) **The Cincinnati Enquirer**

REPRESENTED BY MOLONEY, REGAN AND SCHMITT, INC.

ELYRIA...

OHIO'S 9TH LARGEST METROPOLITAN AREA

9th in Population
194,000
. . . in INCOME
$373,929,000
. . . in RETAIL SALES
$226,709,000

★

Ranked By Sales Management among the 50 Fastest Growing Metropolitan Areas in the Country

★

Ohio's No. 1 Metro Center in Automotives Sales Production with—237 Index!

★

4th Standard Center in Overall Sales Production—with 161 Index!

Are your sales efforts keeping pace with this metropolitan market's *increasing* progress? Income is high—$906 above the U.S. family average . . . and widely distributed. 56.5% of the spending units earn $4,000 or more, compared with 46.5% nationally. And it's rising still higher as more industries establish themselves in the growing "Ruhr of America"—spearheaded by Ford's new $60,000,000 plant, with 4,500 *additional* wage earners.

Sales in Elyria's stores run far beyond average proportions—in all categories . . . food 60%, general merchandise 37%, apparel 52%, furniture-household-appliances 93%, automotive 137%, gasoline 37%, lumber-hardware 46% and drug 19%. At the same time, new shopping centers (the latest a $10 million project) are further expediting consumer buying. Your stake in this booming market is big now—getting bigger every day. Sell it now—watch your sales grow. Make sure there's a place on your lists for the Chronicle-Telegram, the county's No. 1 newspaper in news coverage and advertising linage—the family newspaper.

THE CHRONICLE-TELEGRAM

"THE FAMILY NEWSPAPER"

Circulation 22,094
9/30/56—ABC

ELYRIA, OHIO

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

OHIO COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Jefferson	166	99.1	.0587	28.2	49.5	172,370	.0608	1,739	6,112	32.9	5,238	20.9	6.1	24.8	16.2	39.4	39.7	9.8	15.6	5.1	22.4
▲Steubenville		36.8	.0218	10.7		76,020	.0268	2,066	7,105	13.6	5,598	19.8	5.4	23.0	14.0	40.1	37.9	10.7	15.9	6.4	26.8
Knox		38.6	.0229	11.8	15.0	61,034	.0215	1,581	5,172	14.0	4,370	28.9	10.0	28.6	22.4	32.6	39.5	6.9	13.2	3.0	14.9
Mount Vernon		15.0	.0089	5.0		29,079	.0102	1,939	5,816	6.2	4,682	25.8	8.4	26.9	19.8	35.6	40.2	8.0	14.2	3.7	17.4
Lake	30	115.0	.0681	34.0	51.9	230,688	.0813	2,006	6,785	38.3	6,021	15.0	3.8	17.6	10.0	46.5	40.8	14.3	19.8	6.6	25.6
Painesville		16.6	.0098	4.9		35,925	.0127	2,164	7,332	6.2	5,802	18.1	4.7	17.7	10.6	43.9	40.0	14.1	20.2	6.2	24.5
Willoughby		12.3	.0073	3.7		27,678	.0098	2,250	7,481	4.4	6,329	13.5	3.3	16.8	9.1	46.7	39.0	15.3	20.1	7.7	28.5
Lawrence	65	52.9	.0313	14.9	22.3	65,933	.0232	1,246	4,425	16.3	4,038	31.5	11.9	30.4	25.8	29.9	39.2	6.1	12.5	2.1	10.6
Ironton		17.6	.0104	5.3		27,501	.0097	1,563	5,189	6.2	4,414	28.7	9.9	27.1	21.1	33.6	40.2	7.6	14.3	3.0	14.5
Licking	235	77.4	.0459	24.0	41.5	127,618	.0450	1,649	5,317	28.6	4,458	28.8	9.8	27.9	21.5	32.5	38.6	7.5	14.0	3.3	16.1
△Newark		38.1	.0226	12.4		66,959	.0236	1,757	5,400	14.3	4,670	25.6	8.3	27.1	20.0	35.3	40.0	8.4	14.9	3.6	16.8
Logan		33.6	.0199	10.7	11.5	48,359	.0170	1,439	4,520	12.1	3,989	32.9	12.5	31.0	26.7	28.8	38.1	4.9	10.3	2.4	12.4
Bellefontaine		11.5	.0068	3.6		19,134	.0067	1,664	5,315	4.4	4,320	28.4	10.0	28.9	22.9	33.4	40.9	6.6	12.8	2.7	13.4
Lorain	82	194.0	.1149	56.3	128.2	373,929	.1318	1,927	6,642	68.8	5,438	19.4	5.4	23.1	14.6	40.4	39.3	11.7	17.9	5.4	22.8
▲Lorain		57.3	.0339	16.0		119,805	.0422	2,091	7,488	21.0	5,704	15.6	4.2	23.7	14.3	41.8	38.7	13.0	18.9	5.9	23.9
▲Elyria		36.8	.0218	11.4		74,746	.0263	2,031	6,557	13.5	5,518	19.0	5.3	21.8	13.5	41.7	40.0	11.9	18.0	5.6	23.3
Lucas	150	466.1	.2761	142.1	396.9	1,065,190	.3753	2,285	7,496	168.7	6,313	17.0	4.1	19.6	10.7	46.1	33.5	14.8	19.6	8.5	32.1
▲Toledo		333.3	.1974	102.3		783,802	.2762	2,352	7,662	124.6	6,289	17.4	4.2	19.7	10.7	39.6	33.3	14.9	19.7	8.4	32.1
Madison		24.1	.0143	6.8	5.4	35,185	.0124	1,460	5,413	7.3	4,806	30.9	9.8	29.4	21.0	25.6	28.2	6.6	14.8	5.5	26.2
London		5.4	.0032	1.6		9,095	.0032	1,684	5,684	1.8	4,932	28.6	8.8	30.6	21.3	26.7	28.7	8.2	13.8	5.9	27.4

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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BRUSH-MOORE NEWSPAPERS DOMINATE 7 LOCALLY INFLUENCED OHIO MARKETS!

Seven One-Newspaper Markets That Represent A BILLION DOLLAR Part Of The OHIO Market!

100% Coverage in Every City Zone

- CANTON REPOSITORY..... 98% home delivered
- STEUBENVILLE HERALD-STAR 87% home delivered
- EAST LIVERPOOL REVIEW.... 88% home delivered
- PORTSMOUTH TIMES..... 94% home delivered
- MARION STAR..... 94% home delivered
- SALEM NEWS.....100% home delivered
- IRONTON TRIBUNE..... 88% home delivered

SOURCE.. ABC

THE CANTON REPOSITORY
THE STEUBENVILLE HERALD-STAR
represented nationally by
STORY, BROOKS & FINLEY

THE MARION STAR • THE SALEM NEWS • THE PORTSMOUTH TIMES
THE IRONTON TRIBUNE • THE EAST LIVERPOOL REVIEW
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BUY BRUSH-MOORE

BRUSH-MOORE NEWSPAPERS, INC. CANTON OHIO



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

OHIO COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
ahoning	188	286.1	.1695	80.3	239.1	558,708	.1969	1,953	6,958	96.3	5,800	17.5	4.8	23.1	13.7	40.2	36.6	12.4	17.8	6.8	27.3
▲Youngstown		181.0	.1072	50.3		362,021	.1276	2,000	7,197	62.7	5,775	17.9	4.7	23.4	13.9	39.6	36.2	12.3	17.8	6.8	27.4
Campbell		13.3	.0079	3.5		23,775	.0084	1,788	6,793	4.5	5,306	17.3	5.0	27.7	17.8	39.0	38.9	11.2	17.6	4.8	20.7
arion		56.8	.0337	17.5	38.9	91,505	.0322	1,611	5,229	19.6	4,681	25.5	8.3	28.1	20.7	35.1	39.8	7.6	13.6	3.7	17.6
Marion		36.7	.0217	11.4		62,264	.0219	1,697	5,462	13.3	4,687	24.7	8.0	27.6	20.2	36.4	41.1	7.7	13.7	3.6	17.0
edina		48.3	.0274	14.0	15.0	79,364	.0280	1,714	5,669	15.5	5,138	23.3	6.9	24.7	16.5	37.1	38.2	9.8	15.9	5.1	22.5
Medina		5.7	.0034	1.7		11,316	.0040	1,985	6,656	2.1	5,355	22.2	6.3	22.6	14.4	39.3	38.8	10.2	15.9	5.7	24.6
dge		23.8	.0141	7.0	7.4	27,348	.0098	1,149	3,907	7.8	3,503	41.5	16.0	30.7	30.0	21.8	32.9	4.4	10.5	1.6	8.6
rcer		31.5	.0186	8.8	6.7	47,389	.0167	1,504	5,385	9.3	5,068	24.8	7.4	27.2	18.4	32.8	34.1	9.8	16.0	5.4	24.1
elina		6.7	.0040	1.9		13,796	.0049	2,059	7,261	2.4	5,673	23.0	6.3	25.0	15.2	34.0	31.6	10.4	15.3	7.6	31.7
mi		68.0	.0403	21.2	36.8	116,370	.0410	1,711	5,489	23.2	5,016	21.5	6.5	26.7	18.3	38.2	40.3	9.3	15.5	4.3	19.4
iqua		20.1	.0119	6.7		36,960	.0130	1,839	5,516	7.5	4,925	23.1	7.1	26.6	18.6	37.4	40.1	8.6	14.6	4.3	19.6
ray		12.9	.0076	4.1		28,063	.0099	2,175	6,845	5.1	5,530	17.6	4.8	24.3	15.1	40.6	38.8	11.9	18.0	5.6	23.3
nroe		15.4	.0091	4.5		15,038	.0053	976	3,341	5.1	2,955	51.9	26.7	29.5	34.3	15.4	27.5	2.3	6.4	.9	5.1
ntgomery	37	467.9	.2772	138.8	399.8	1,001,856	.3530	2,141	7,218	186.8	5,901	16.0	4.6	20.9	12.2	40.5	36.3	13.6	19.1	7.0	27.8
▲Dayton		286.4	.1697	86.2		647,531	.2282	2,261	7,512	112.8	5,739	19.1	5.1	21.8	12.9	39.4	36.3	13.2	19.2	6.5	26.5
Miamisburg		7.2	.0043	2.3		15,102	.0053	2,098	6,566	2.6	5,777	16.1	4.2	17.6	10.6	46.4	42.4	14.2	20.4	5.7	22.4
gan		13.3	.0079	4.1		14,927	.0053	1,122	3,641	4.5	3,313	43.5	20.0	33.9	35.0	15.3	29.2	2.8	7.1	1.5	8.7
row		18.5	.0110	5.4		22,298	.0079	1,205	4,129	6.0	3,712	35.0	14.4	31.6	29.1	27.2	38.8	4.8	10.7	1.4	7.0
skingum	262	80.3	.0475	24.4	44.2	121,503	.0428	1,513	4,980	27.9	4,353	30.5	10.6	28.2	22.4	30.9	37.5	7.2	13.7	3.2	15.8
Zanesville		44.2	.0262	13.8		74,103	.0261	1,677	5,370	16.4	4,520	27.8	9.4	28.5	21.6	32.6	38.1	7.6	14.1	3.5	16.8
le		11.7	.0070	3.5		13,002	.0046	1,111	3,718	3.8	3,412	43.6	19.4	32.0	32.2	19.0	29.5	3.6	8.8	1.8	10.1
wa		33.2	.0196	10.0	6.4	62,267	.0219	1,876	6,227	11.3	5,491	17.5	4.8	23.3	14.6	41.8	40.2	12.1	18.4	5.3	22.0
rt Clinton		6.4	.0038	2.5		14,960	.0053	2,338	5,984	2.5	6,064	15.6	3.9	22.1	12.5	40.7	35.4	14.2	19.6	7.4	28.6
ding		15.6	.0093	4.7		20,905	.0074	1,340	4,448	4.9	4,240	29.5	10.6	31.9	25.8	29.6	36.9	6.1	12.0	2.9	14.7
y		29.5	.0175	8.5	7.4	34,873	.0122	1,182	4,103	9.4	3,729	34.7	14.1	32.8	30.3	26.0	36.8	4.9	11.0	1.6	7.8
away		31.2	.0184	8.0	9.5	40,039	.0142	1,283	5,008	9.1	4,379	31.6	11.0	30.6	24.1	27.0	32.6	6.8	12.9	3.9	19.4
rcleville		9.5	.0056	3.0		15,299	.0054	1,610	5,100	3.3	4,594	30.8	10.2	29.6	22.1	28.0	32.2	6.9	12.5	4.7	23.0
		25.8	.0153	7.0		22,131	.0078	858	3,162	7.5	2,948	49.9	25.7	32.4	37.8	14.8	26.5	2.2	6.1	.7	3.9

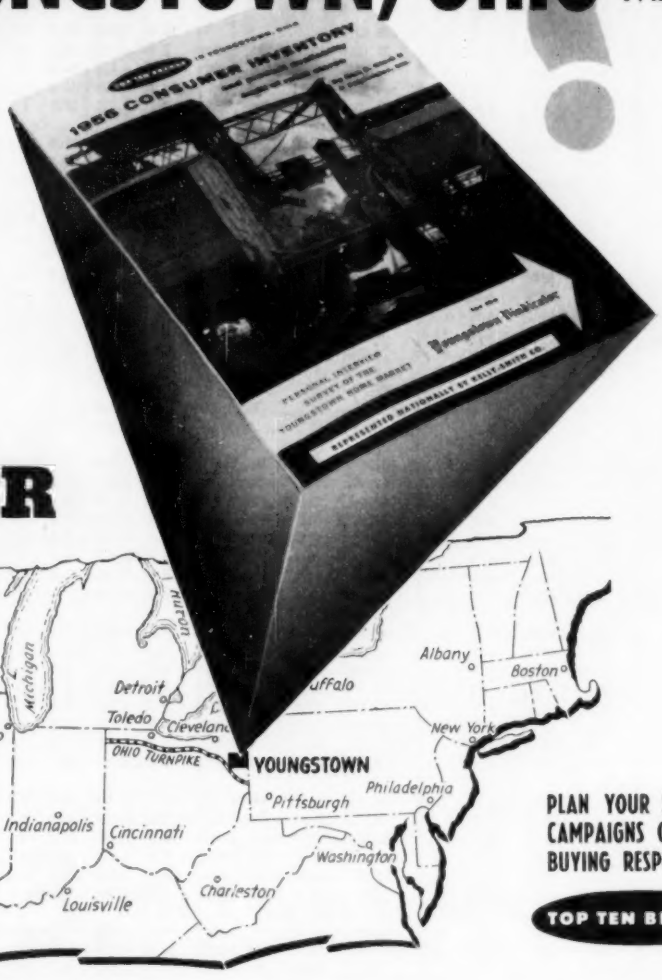
oungstown is in Mahoning and Trumbull Counties.
'Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.

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OHIO COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000 & over % Units	$10,000 & over % Inc.
Portage		71.9	.0426	20.0	33.0	121,863	.0429	1,695	6,093	26.3	4,636	30.7	10.1	24.5	18.2	32.4	38.9	8.2	14.8	4.2	20.0
Ravenna-Kent		*24.4*	*.0144*	*8.5*		*50,969*	*.0180*	*2,089*	*7,840*												
Ravenna		10.7	.0063	3.2		19,590	.0069	1,831	6,122	4.0	4,841	21.8	6.8	27.6	19.7	38.4	41.9	8.4	14.4	3.8	17.2
Kent		13.7	.0081	3.3		31,372	.0111	2,290	9,507	7.0	4,453	43.3	14.8	20.9	16.1	22.3	26.5	8.3	15.4	5.3	27.2
Preble		30.7	.0182	9.0	4.9	46,901	.0165	1,528	5,211	10.2	4,587	27.2	9.0	27.5	20.6	34.3	39.5	7.4	13.4	3.6	17.5
Putnam		27.3	.0162	7.7	3.2	39,199	.0138	1,436	5,091	8.4	4,666	25.4	8.3	33.2	24.4	29.9	33.8	7.2	12.9	4.3	20.6
Richland	227	104.4	.0618	30.9	67.7	198,739	.0701	1,904	6,432	36.2	5,484	18.8	5.2	24.3	15.3	39.7	38.2	11.5	17.4	5.7	23.9
△Mansfield		48.7	.0288	15.6		109,683	.0386	2,252	7,031	19.2	5,698	18.6	5.0	23.6	14.2	39.1	36.3	12.1	17.7	6.6	26.8
Shelby		9.3	.0055	3.0		18,960	.0067	2,039	6,320	3.4	5,521	17.2	4.7	23.7	14.8	41.1	39.4	12.6	18.9	5.4	22.2
Ross		60.1	.0356	16.8	26.3	79,929	.0281	1,330	4,758	19.0	4,214	31.6	11.4	28.5	23.2	30.4	38.2	6.7	13.3	2.8	13.9
Chillicothe		26.3	.0156	8.4		44,363	.0156	1,687	5,281	9.8	4,509	27.6	9.3	27.5	21.0	33.8	39.6	7.8	14.4	3.3	15.7
Sandusky		43.8	.0289	15.9	25.4	81,709	.0288	1,674	5,139	16.5	4,950	22.4	6.9	25.3	17.5	39.0	41.7	9.2	15.4	4.1	18.5
Fremont		18.0	.0107	5.8		33,365	.0118	1,854	5,753	6.5	5,101	22.1	6.6	25.1	16.9	38.4	39.8	9.7	15.8	4.7	20.9
Scioto	245	107.1	.0635	31.3	55.8	141,350	.0498	1,320	4,516	34.0	4,154	31.8	11.6	28.6	23.7	31.0	39.4	6.0	12.0	2.6	13.3
△Portsmouth		43.1	.0255	13.4		68,687	.0242	1,594	5,126	15.6	4,396	30.0	10.4	27.5	21.5	32.5	39.1	6.7	12.6	3.3	16.4
Seneca		58.4	.0346	17.2	34.4	92,366	.0326	1,582	5,370	19.8	4,663	25.3	8.2	26.7	19.7	35.8	40.6	8.9	15.8	3.3	15.7
Tiffin		20.6	.0122	6.3		36,188	.0128	1,757	5,744	7.9	4,581	27.9	9.3	25.5	19.2	34.8	40.1	8.4	15.2	3.4	16.2
1 Fostoria		16.1	.0095	4.9		28,171	.0099	1,750	5,749	5.6	5,028	20.8	6.3	25.7	17.5	39.0	41.0	10.5	17.4	4.0	17.8
Shelby		31.7	.0188	9.0	12.8	42,638	.0150	1,345	4,738	9.6	4,427	25.6	8.8	30.6	23.7	34.1	40.7	6.9	13.0	2.8	13.8
Sidney		12.8	.0076	4.1		20,165	.0071	1,575	4,918	4.5	4,493	25.2	8.5	28.3	21.6	36.1	42.5	7.6	14.1	2.8	13.3
Stark	22	316.8	.1876	93.0	230.7	563,706	.1986	1,779	6,061	107.6	5,241	20.2	5.9	25.5	16.7	39.0	39.3	10.3	16.3	5.0	21.8
▲Canton		123.7	.0733	37.9		232,572	.0820	1,880	6,136	45.2	5,151	21.0	6.2	26.7	17.8	37.5	38.5	9.9	16.0	4.9	21.5
Massilon		34.3	.0203	10.2		61,462	.0217	1,792	6,026	11.8	5,203	20.2	5.9	25.9	17.0	38.6	39.2	10.5	16.9	4.8	21.0
Alliance		31.5	.0187	9.5		60,547	.0213	1,922	6,373	11.6	5,215	22.5	6.6	24.2	15.8	37.9	38.5	10.2	16.3	5.2	22.5
Summit	1	484.0	.2867	145.2	407.9	937,119	.3302	1,936	6,454	166.9	5,614	17.1	4.6	22.8	13.9	42.6	40.1	11.9	17.7	5.8	23.7
▲Akron		300.2	.1778	91.0		598,601	.2109	1,994	6,578	108.2	5,531	17.9	4.9	23.0	14.4	41.9	40.0	11.6	17.4	5.6	23.3
Barberton		33.3	.0197	9.5		62,446	.0220	1,875	6,573	11.5	5,419	16.1	4.5	24.4	15.5	43.4	42.3	11.2	17.2	4.9	20.5
Cuyahoga Falls		41.2	.0244	12.4		88,217	.0311	2,141	7,114	13.6	6,478	12.7	3.0	17.3	9.1	45.7	37.3	16.3	20.9	8.1	29.7
Trumbull	168	179.3	.1063	51.4	112.3	318,785	.1124	1,778	6,202	58.1	5,485	17.7	4.9	23.8	14.9	41.2	39.7	11.9	18.0	5.4	22.5
Warren		55.5	.0329	16.4		110,003	.0388	1,982	6,706	19.7	5,587	18.7	5.1	23.6	14.6	39.6	37.4	12.0	17.9	6.1	25.0
Niles		17.7	.0105	4.9		34,540	.0122	1,951	7,049	6.1	5,704	13.8	3.7	25.2	15.1	42.5	39.4	12.8	18.7	5.7	23.1
Girard		11.3	.0067	3.0		20,471	.0072	1,812	6,824	3.6	5,712	17.1	4.5	23.7	14.3	40.5	37.5	12.4	18.0	6.3	25.7
2▲Youngstown																					
Tuscarawas		75.5	.0447	23.0	42.4	112,662	.0397	1,492	4,898	24.8	4,543	25.6	8.6	29.8	22.5	34.2	39.8	7.0	12.9	3.4	16.2
New Philadelphia		14.1	.0084	4.5		23,512	.0083	1,668	5,225	5.1	4,654	26.4	8.6	28.5	21.1	33.6	38.2	7.6	13.6	3.9	18.5
Dover		10.5	.0062	3.3		17,905	.0063	1,705	5,426	3.7	4,834	24.2	7.6	26.2	18.6	37.7	41.2	7.8	13.4	4.1	19.2
Union		22.0	.0130	6.7	4.5	30,734	.0108	1,397	4,587	7.4	4,152	32.2	11.8	30.6	25.3	27.9	35.5	6.5	13.1	2.8	14.3
Van Wert		29.0	.0172	9.2	14.2	48,599	.0171	1,676	5,283	10.0	4,871	23.9	7.2	30.4	21.5	33.4	38.2	8.3	15.0	4.4	20.1
Van Wert		11.1	.0066	3.6		21,034	.0074	1,895	5,843	4.2	5,057	22.8	6.8	28.2	19.2	35.1	36.7	8.9	14.7	5.0	22.6
Vinton		11.2	.0066	2.8		9,647	.0034	861	3,445	3.2	3,004	50.3	25.4	30.9	35.3	15.4	27.1	2.4	9.7	1.0	5.5
Warren		49.9	.0296	14.2	12.7	74,385	.0262	1,491	5,238	16.1	4,624	25.2	8.3	25.6	19.0	37.9	43.4	8.2	14.8	3.1	14.5
Lebanon		5.2	.0031	1.5		9,771	.0034	1,879	6,514	2.1	4,709	25.7	8.3	25.4	18.4	37.0	41.6	8.3	14.7	3.6	17.0
Washington		46.9	.0278	14.4	17.0	60,020	.0212	1,280	4,168	16.3	3,685	37.9	15.6	31.7	29.5	24.1	34.6	4.3	9.8	2.0	10.5
Marietta		17.0	.0101	5.4		28,475	.0100	1,675	5,273	7.1	4,029	34.0	12.8	31.2	28.7	26.8	35.1	5.2	10.7	2.8	14.7
Wayne		65.4	.0387	18.4	25.8	102,737	.0362	1,571	5,584	21.8	4,716	28.6	9.2	26.2	19.1	32.3	38.3	8.6	15.2	4.3	20.2
Wooster		15.1	.0089	4.6		32,157	.0113	2,130	6,991	6.8	4,702	32.4	10.4	24.3	17.4	29.3	32.5	9.0	15.8	5.0	23.9
Williams		28.3	.0168	9.0	11.2	45,576	.0160	1,610	5,064	10.2	4,483	29.9	10.2	29.1	22.3	30.5	36.2	6.7	12.6	3.8	18.7
Wood		65.3	.0387	18.9	28.7	111,989	.0395	1,715	5,925	24.0	4,669	32.7	10.7	24.2	17.7	30.2	34.2	8.2	14.7	4.7	22.7
Bowling Green		13.2	.0078	2.8		27,183	.0096	2,059	9,708	7.7	3,553	49.3	21.1	22.5	21.7	20.6	30.7	5.1	11.9	2.5	14.6

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Fostoria is in Hancock and Seneca Counties.
Youngstown is in Mahoning and Trumbull Counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures, read foreword, page 11.

For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study *both* the *Survey* data and the advertisements.

THREE STEPS TO MORE PRODUCTIVE MARKETING IN CANTON, OHIO

1. New Brand Distribution Study

A 20-page study of store distribution of selected brands in 25 grocery classifications issued Dec. 1956. Shows percentage distribution in 543 retail food outlets in the Canton Metropolitan Area with comparative distribution figures from the 1954 study (population 316,800, effective buying income: $56,370,500). *Available free upon request to promotion department.*

2. Consumer Buying Pattern Study

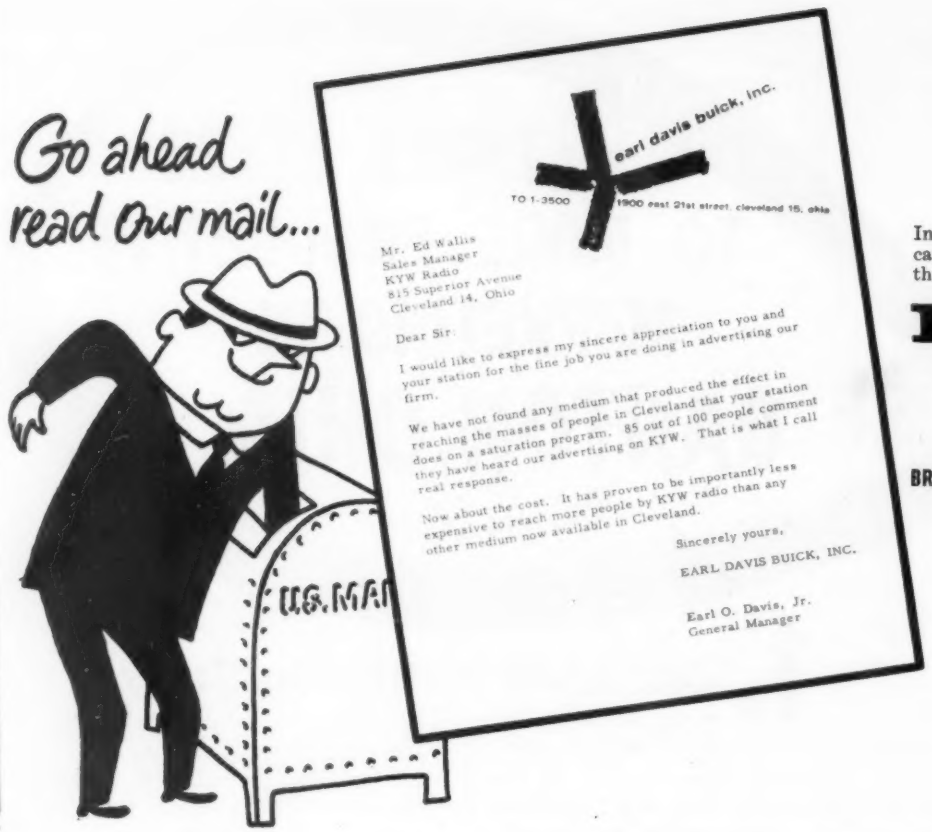
Now in process, the story of consumer buying preferences and related data in the Canton Metropolitan Market. A compilation of current, vital marketing information important to anyone doing business in the big, prosperous Canton market ($4,542 in sales per family). Request yours now for prompt delivery upon publication.

3. The Canton Repository

The way to sell the Canton, Ohio, market. As indispensable in 70,000 Canton area homes as electricity. Canton people read The Repository as carefully as they do a list of those eligible for tax refunds . . . and they respond to it by believing, acting and buying. The fact is this: *there is no way to sell so much for so little to so many in Canton as through The Repository!*



THE CANTON REPOSITORY
CANTON, OHIO
A Brush-Moore Newspaper
REPRESENTED NATIONALLY BY STORY, BROOKS & FINLEY



In Cleveland, no selling campaign is complete without the WBC station . . .

KYW
RADIO
WBC
WESTINGHOUSE
BROADCASTING COMPANY, INC.

OHIO COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Wyandot		21.7	.0128	6.5	8.5	32,589	.0115	1,502	5,014	7.5	4,353	27.8	9.8	32.6	25.6	29.9	36.4	7.0	13.4	3.0	15.0
Total Above Cities		5329.5	3.1575	1621.3		11,264,665	3.9693	2,114	6,948	1991.9	5,655	21.1	5.7	23.1	14.0	37.3	34.9	11.8	17.4	6.7	28.0
State Total	a	9044.7	5.3580	2705.0	6,383.2	17,124,205	6.0340	1,893	6,331	3184.0	5,378	22.8	6.4	24.3	15.5	36.2	35.6	10.8	16.8	5.9	25.7

OHIO METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Akron	1	484.0	.2887	145.2	407.9	937,119	.3302	1,936	6,454
Canton	22	316.8	.1876	93.0	230.7	563,705	.1986	1,779	6,061

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Cincinnati	29	1,036.7	.6141	328.5	929.3	1,989,047	.7008	1,919	6,055
Cleveland	30	1,666.0	.9869	501.7	1,579.3	3,848,216	1.3560	2,310	7,670

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

© SM, 1957.

Before using these figures, read foreword, page 11.

MONTHLY HIGH-SPOT CITIES SALES FORECAST

of next month's retail sales volume in more than 200 U. S. and Canadian cities. In every first issue of the month SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between the current *Survey* and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.



Why N.W. Ayer Timebuyer Selects Crosley WLW Stations for Philip Morris

"One of the things I look for when selecting stations is service. That's why I always consider WLW Stations for Philip Morris Cigarettes. The Crosley Stations give their full cooperation and personal attention to each advertiser . . . to constantly improve time availabilities . . . to really leave a 'call for Philip Morris' across the board."

Isabel Ziegler

Isabel Ziegler, N.W. Ayer Timebuyer.

Like N.W. Ayer's Isabel Ziegler, you'll get full cooperation—availabilities, talent, promotion and merchandising. So before you buy, check with your Crosley WLW Representative. You'll be glad you did!

WLW-T *Cincinnati* **WLW-C** *Columbus* **WLW-D** *Dayton* **WLW-A** *Atlanta* **WLW** *Radio*

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO

WSPD-TV's "BILLION DOLLAR MARKET"



WSPD . . . TELEVISION 316000 WATTS

Population 1,657,400
Families 494,800
Television Homes .. 406,000

Percent tuned to WSPD-TV
Daytime 78%
Nighttime 91.5%



Represented Nationally by KATZ

EFFECTIVE BUYING POWER

Total	$3,015,566,000
Per Capita	1,819
Per Family	6,094

RETAIL SALES

Total	$2,022,594,000
Per Family	4,087

SPENT FOR

Food	$504,151,000
Gen. Mdse.	223,555,000
Furniture and Household	105,354,000
Automotive	408,185,000
Drug	62,275,000

WSPD Television . . . Toledo, Ohio

OHIO METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Columbus	33	621.9	.3684	184.7	543.3	1,347,551	.4749	2,167	7,296
Dayton	37	537.6	.3185	158.8	441.6	1,137,800	.4009	2,116	7,165
Hamilton-Middletown	60	170.5	.1010	48.9	127.5	316,817	.1116	1,858	6,479
Lima	79	99.3	.0589	29.9	61.1	174,516	.0615	1,757	5,837
Lorain-Elyria	82	194.0	.1149	56.3	128.2	373,929	.1318	1,927	6,642
Mansfield	227	104.4	.0618	30.9	67.7	198,739	.0701	1,904	6,432
Newark	235	77.4	.0459	24.0	41.5	127,618	.0450	1,649	5,317
△Portsmouth	245	107.1	.0635	31.3	55.8	141,350	.0498	1,320	4,516
Springfield	144	124.1	.0735	37.7	93.3	225,477	.0795	1,817	5,981
Toledo	150	466.1	.2761	142.1	396.9	1,065,190	.3753	2,285	7,496
Wheeling-Steubenville	160	358.7	.2124	103.3	230.1	583,204	.2056	1,626	5,646
Youngstown	168	576.6	.3417	163.4	417.6	1,075,464	.3791	1,885	6,582
△Zanesville	262	80.3	.0475	24.4	44.2	121,503	.0428	1,513	4,980
Total Above Areas		7,021.5	4.1594	2,104.1	5,786.0	14,227,245	5.0135	2,026	6,762

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		16,019	.0083	2,391	.0089	69	64	3,300	533	686	292	563	3,436	1,659	2,671	380
Allen	79	133,040	.0891	4,449	.0833	107	117	29,464	8,629	22,942	7,053	6,821	22,388	9,957	11,250	3,390
▲Lima		105,855	.0550		.0419	127	167	22,582	6,346	20,863	6,173	5,709	19,385	6,317	6,682	2,866
Ashland		43,563	.0226	3,854	.0216	101	108	8,435	2,955	3,523	2,425	3,070	9,128	3,030	4,053	1,141
Ashland		28,382	.0147		.0117	127	160	5,535	1,259	3,063	1,762	2,615	6,363	1,619	1,785	862
Ashtabula		132,141	.0887	4,988	.0585	111	134	30,033	17,308	12,004	4,582	5,570	23,064	10,840	12,103	2,799
Ashtabula		67,104	.0349		.0223	151	236	14,229	12,350	7,897	2,658	3,830	10,270	3,547	6,035	1,415
Conneaut		19,942	.0104		.0079	122	160	5,019	1,259	1,676	799	341	4,060	1,513	2,146	337
Athens		42,066	.0218	3,365	.0223	81	80	10,403	3,041	2,330	2,569	1,758	10,996	3,385	2,734	1,361
Athens		27,265	.0142		.0099	138	197	5,339	1,754	1,442	1,956	1,205	8,567	1,519	1,953	979
Auglaize		41,840	.0218	4,102	.0195	97	108	9,814	2,403	2,772	1,259	2,145	8,903	3,150	3,883	782
Belmont	160	85,328	.0443	3,184	.0455	88	84	31,591	5,451	6,780	2,954	3,321	13,312	7,955	5,179	1,812
Martins Ferry-Bellaire		*37,611*	*.0196*		*.0158*	*104*	*129*	*14,419*	*2,059*	*1,862*	*2,042*	*1,119*	*7,340*	*2,400*	*1,591*	*901*
Bellaire		19,566	.0102		.0076	104	140	7,702	1,119	1,542	1,211	785	3,328	1,003	779	665
Martins Ferry		18,045	.0094		.0082	104	119	6,710	940	320	831	1,334	4,012	1,397	812	323
Brown		19,894	.0102	2,698	.0103	73	72	4,095	1,879	1,246	374	407	1,903	2,794	3,738	585

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

▲ Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.



"If you want to be seen in Central Ohio... **WBNS-TV"**

WBNS-TVland is BIG: 2,130,000 customers living in 46 Central Ohio counties; 630,000 in Franklin County alone.

WBNS-TVland is PROSPEROUS: Spendable income in Franklin County per family is $7,296.00. Income in the other WBNS-TVland counties is in the same rich vein.

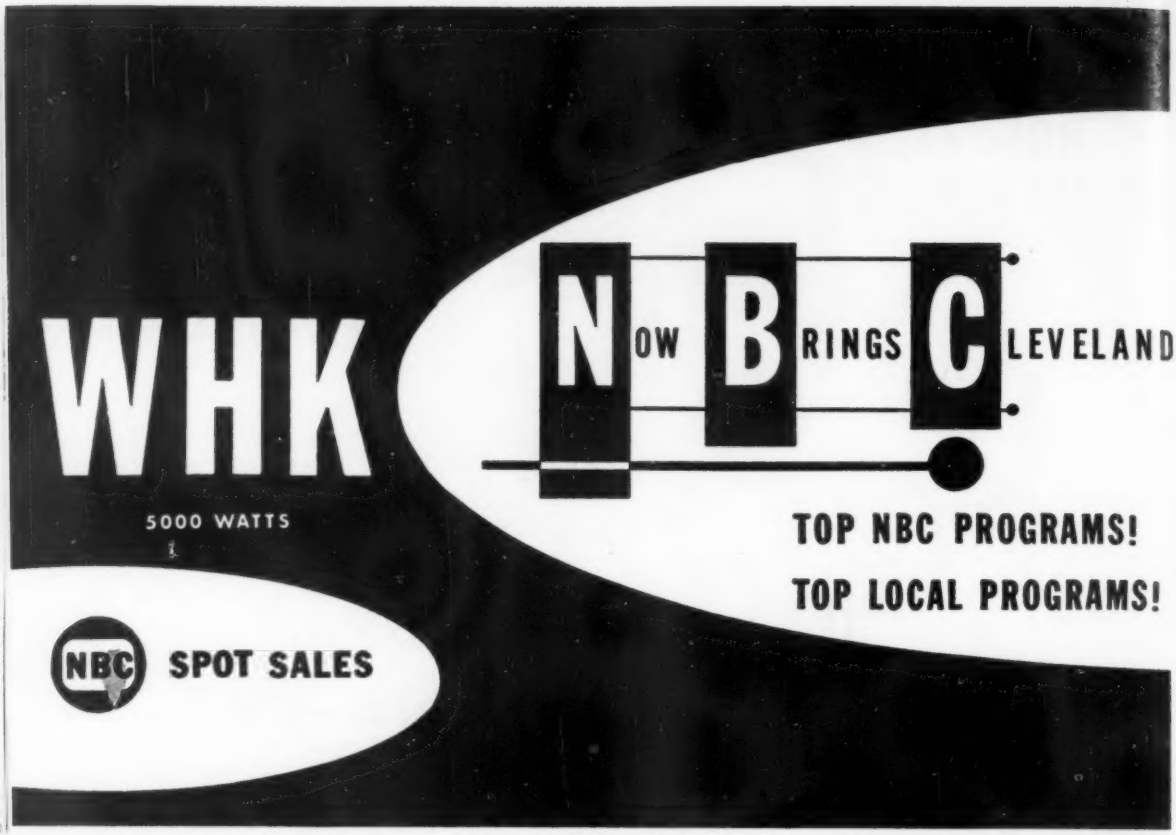
WBNS-TVland is TUNED IN: 95% of Franklin County homes are TV homes and they are mostly tuned to Channel 10. Here's proof:*

GOOD AVAILABILITIES, including choice full minutes. Ask your Blair man.

*Top 15 shows by station by month Columbus, Ohio, 1956 (a Telepulse report)

Month	WBNS-TV	Station B	Station C
January	12	2	1
February	13	2	9
March	14	0	1
April	14	0	1
May	14	0	1
June	15	0	0
July	15	0	0
August	14	0	1
September	13	1	1
October	14	0	1
November	12	2	1
December	13	0	2
TOTAL	**163**	**7**	**10**

WBNS-TV, CBS TELEVISION IN COLUMBUS, OHIO, AFFILIATED WITH THE COLUMBUS DISPATCH, THE OHIO STATE JOURNAL AND WBNS RADIO. REPRESENTED BY BLAIR TV.



OHIO

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
ıtler	60	218,182	.1134	4,462	.1101	109	112	48,220	17,184	23,053	12,284	13,379	40,588	14,149	25,213	5,681
▲Hamilton		122,865	.0638		.0485	122	160	25,079	9,110	14,706	5,887	6,863	22,851	6,610	19,069	3,206
▲Middletown		70,595	.0367		.0321	125	143	16,552	5,453	6,994	6,070	6,236	12,626	5,059	3,287	1,921
vrell		15,706	.0081	2,662	.0086	79	67	4,159	795	1,784	447	753	2,799	1,895	1,282	283
ampaign		31,367	.0163	3,564	.0157	92	96	6,551	1,650	2,416	867	1,043	6,538	2,604	2,624	960
Urbana		19,147	.0099		.0072	116	162	4,210	1,108	795	845	607	5,421	1,348	1,439	795
ark	144	168,335	.0864	4,412	.0804	109	118	38,304	10,444	19,372	8,681	8,425	31,533	12,208	12,198	5,538
▲Springfield		145,377	.0755		.0620	122	148	34,235	9,509	18,881	8,520	8,109	27,222	10,370	8,786	5,229
ermont		54,787	.0285	3,970	.0254	89	100	13,635	4,032	2,872	793	1,931	11,613	5,056	6,784	1,684
inton		35,033	.0182	4,074	.0163	98	110	7,243	1,583	2,162	1,249	1,082	8,299	2,397	4,864	702
Wilmington		18,141	.0094		.0065	133	192	3,917	992	1,364	1,222	810	3,768	1,321	2,597	498
lumbiana		129,944	.0675	3,986	.0630	98	105	32,951	7,806	12,033	7,780	6,119	24,996	13,083	10,051	5,055
East Liverpool		46,152	.0240		.0179	120	161	12,184	2,529	5,867	4,155	2,271	9,168	2,852	2,078	2,032
Salem		31,537	.0164		.0111	137	202	7,482	1,415	3,947	2,167	2,602	6,846	1,971	1,746	971
shocton		35,597	.0185	3,236	.0193	93	89	8,033	2,682	4,422	1,854	1,810	6,973	2,597	3,250	1,068
Coshocton		29,441	.0153		.0106	134	194	6,623	2,215	3,554	1,783	1,369	5,769	1,985	1,842	879
awford		57,003	.0296	4,318	.0258	104	119	11,374	4,023	3,068	3,018	3,422	12,114	4,265	8,028	1,342
Bucyrus		21,820	.0113		.0081	121	169	3,833	1,406	1,625	1,375	1,536	5,414	1,690	2,439	678
Galion		18,156	.0094		.0078	120	145	3,849	1,163	1,156	1,110	1,240	3,860	1,383	2,595	400
yahoga	30	2,247,897	1.1677	4,806	1.1714	127	127	549,318	187,207	393,820	147,251	124,695	382,082	120,031	99,494	85,930

Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

It's smart to talk directly to the folks who buy in Cleveland



Here is a good rule-of-thumb when you sell any product in Ohio

Greater Cleveland is, roughly, ONE-FIFTH of the total Ohio Market. The Cleveland News is your direct line to the concentration of buying families in urban and suburban Cleveland. You can make a BIG impression at a sensible cost by concentrating on this rich market.

HEART OF THE MARKET CIRCULATION

The CLEVELAND NEWS

Reaches more homes than the entire Ohio cities of Akron or Toledo

Represented by The Kelly-Smith Co. • New York, Boston, Chicago, Detroit, Los Angeles, Atlanta, Philadelphia, San Francisco, Syracuse

WJW-TV
channel 8

Saturation coverage in a saturation market

Greater Cleveland

...the nation's 6th market in total retail sales
...the nation's 6th market in net effective buying income
...the nation's 7th market in population

A STORER STATION

WJW-TV

A Leading Citizen in Ohio's First Market
Serving 1,200,000 TV Households

WJW-TV and Greater Cleveland—the combination that brings more results for your advertising dollar.

WJW-TV represented nationally by The Katz Agency

CBS CHANNEL 8 TELEVISION — BASIC CBS AFFILIATE

WJW-TV — 1630 Euclid Avenue, Cleveland — TOwer 1-6080

OHIO

COUNTIES
CITIES
(continued)

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
▲Cleveland		1,608,560	.8356		.7118	127	149	359,838	142,867	350,199	107,421	96,250	233,082	69,217	73,182	58,662
Lakewood		89,425	.0465		.0603	146	113	20,921	5,083	4,964	2,255	3,000	36,658	6,113	1,746	3,488
Cleveand Heights		66,056	.0343		.0569	156	94	16,885	3,337	1,406	4,578	3,228	23,245	5,127	971	4,359
East Cleveland		42,787	.0222		.0310	127	91	9,487	3,270	1,849	1,163	2,245	13,375	3,685	1,158	2,584
Shaker Heights		52,238	.0271		.0412	211	139	15,559	3,247	2,253	2,870	1,364	16,272	2,975	1,349	1,553
Euclid		65,536	.0340		.0426	118	94	17,563	3,890	8,880	2,800	2,648	18,484	3,482	1,609	3,013
Bedford		26,335	.0137		.0097	141	199	3,911	1,599	638	452	552	14,597	1,786	1,605	132
Rocky River		17,352	.0090		.0136	162	107	6,436	1,376	206	360	388	586	3,125	2,805	719
Parma		40,089	.0208		.0359	103	60	13,702	2,697	1,173	367	3,109	6,713	5,206	1,785	1,634
Garfield Heights		13,491	.0070		.0161	95	41	4,552	1,633	767	1,022	322	188	2,194	505	843
Berea		24,803	.0129		.0120	126	136	7,550	1,318	724	1,144	950	6,628	1,474	1,543	1,018
Maple Heights		23,991	.0125		.0154	101	82	12,057	901	650	883	1,389	400	2,729	1,565	1,232
South Euclid		35,402	.0184		.0210	139	122	10,097	2,559	2,542	1,940	3,407	1,908	3,509	4,675	881
University Heights		10,703	.0056		.0136	156	64	2,286	324	795	3,713	245	...	2,374	193	580
Chagrin Falls		15,441	.0080		.0044	220	400	3,443	452	697	126	729	3,860	1,112	2,333	719
Fairview Park		40,989	.0213		.0148	174	251	14,326	1,022	14,795	3,946	982	430	1,288	589	1,703
Darke		**52,154**	**.0271**	**3,807**	**.0245**	**92**	**101**	**10,592**	**2,286**	**3,368**	**1,981**	**2,102**	**11,423**	**3,975**	**8,678**	**899**
Greenville		25,743	.0134		.0081	145	239	5,552	858	2,349	1,593	1,329	5,540	1,446	2,993	592
Defiance		**43,171**	**.0224**	**5,079**	**.0183**	**109**	**133**	**8,299**	**2,209**	**3,665**	**1,426**	**1,751**	**11,673**	**2,480**	**4,824**	**885**
Defiance		29,745	.0155		.0106	134	196	6,055	1,674	2,971	1,155	1,300	7,950	1,777	2,775	722
Delaware		**32,502**	**.0169**	**3,533**	**.0183**	**94**	**87**	**6,619**	**2,570**	**1,690**	**1,730**	**1,146**	**6,099**	**2,593**	**7,264**	**602**
Delaware		22,335	.0116		.0097	123	147	4,922	2,082	1,159	1,520	905	5,607	1,878	1,933	491
Erie		**83,455**	**.0434**	**4,636**	**.0382**	**110**	**125**	**20,428**	**8,077**	**7,975**	**4,852**	**6,751**	**16,025**	**5,786**	**5,469**	**3,089**
Sandusky		62,118	.0323		.0245	127	167	14,581	5,121	6,974	4,453	6,281	11,333	3,501	3,134	2,533
Fairfield		**61,973**	**.0322**	**3,603**	**.0318**	**94**	**96**	**15,260**	**4,744**	**5,418**	**3,161**	**3,772**	**10,808**	**5,282**	**6,257**	**1,995**
Lancaster		47,661	.0248		.0194	118	150	11,716	3,481	4,113	3,049	3,397	8,803	4,100	4,568	1,741
Fayette		**32,702**	**.0170**	**4,247**	**.0141**	**97**	**116**	**6,252**	**2,341**	**2,763**	**785**	**1,290**	**4,990**	**1,794**	**3,727**	**610**
Washington Court House		28,317	.0147		.0096	126	193	5,231	1,232	2,669	785	1,128	4,990	1,601	2,881	550
Franklin	33	**865,049**	**.4493**	**4,684**	**.4459**	**121**	**122**	**188,011**	**70,384**	**149,117**	**60,243**	**39,578**	**147,888**	**57,131**	**54,850**	**30,988**
▲Columbus		750,836	.3900		.3315	130	153	158,455	61,042	139,893	55,694	34,964	137,859	44,272	40,608	26,574
Bexley		7,144	.0037		.0125	149	44	2,432	538	826	238	659	161	407	117	405
Whitehall		15,791	.0082		.0126	100	65	11,017	413	199	636	301	286	997	822	684
Fulton		**38,702**	**.0201**	**4,663**	**.0167**	**101**	**121**	**5,905**	**1,719**	**1,788**	**913**	**1,520**	**10,824**	**3,204**	**5,981**	**706**
Gallia		**15,990**	**.0083**	**2,387**	**.0097**	**64**	**55**	**3,962**	**1,160**	**1,005**	**731**	**626**	**3,308**	**2,000**	**1,161**	**318**
Gallipolis		12,744	.0066		.0043	91	140	2,585	781	934	731	589	3,239	1,043	1,045	218
Geauga		**32,415**	**.0169**	**3,814**	**.0187**	**100**	**90**	**8,090**	**2,579**	**1,866**	**623**	**967**	**6,628**	**2,463**	**3,833**	**872**

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

WHO SAYS YOU CAN'T BUY LOYALTY?

Buy advertising space in Cleveland's Catholic Universe Bulletin and you share a reader loyalty and confidence of priceless sales value. Other benefits:

- **CHOICE CIRCULATION**... Paid average, 6 months ending 12/31/56, 99,932, practically all mail delivered.
- **REFRESHING AD VISIBILITY**... More reading matter per page than any other Cleveland newspaper.
- **EDITORIAL IMPACT**... Catholic newspaper content that's most-honored in America (42 national awards).
- **ADVERTISER ACCEPTANCE**... Substantial, every-issue use by Cleveland's department stores.
- **EXCEPTIONAL MARKET**... Catholic population over 700,000. Birth rate 52% higher. Annual retail sales $968,550,000.



OHIO — COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1956

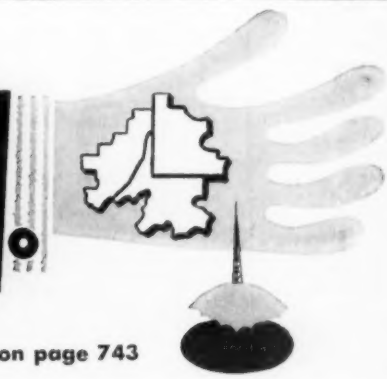
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Greene	37	74,026	.0384	3,701	.0437	106	93	17,175	4,334	4,353	2,685	2,954	19,066	5,586	6,936	2,322
Xenia		34,687	.0180		.0121	136	202	7,338	1,790	3,015	1,664	1,678	11,322	1,463	2,432	607
Fairborn		21,595	.0112		.0110	128	130	4,800	1,273	815	628	1,048	5,658	1,806	1,596	983
Guernsey		35,985	.0187	3,102	.0187	81	81	8,802	2,777	4,379	2,164	1,890	4,969	3,812	3,141	818
Cambridge		27,293	.0142		.0101	112	158	6,041	1,725	3,448	2,063	1,577	4,215	2,359	2,453	732
Hamilton	29	1,144,191	.5945	4,364	.5670	116	122	262,279	102,433	194,875	86,016	62,237	198,377	63,780	60,352	37,380
▲Cincinnati		902,276	.4687		.4021	124	145	186,887	74,726	179,934	70,856	45,948	167,622	43,376	38,279	28,488
Norwood		61,707	.0321		.0290	122	135	13,325	4,807	6,569	3,103	5,580	16,168	2,876	2,827	2,106
Reading		22,990	.0119		.0079	136	205	4,653	2,580	726	620	1,650	4,911	1,541	1,535	382
Lockland		11,339	.0059		.0047	131	164	2,231	855	596	1,285	1,161	915	118	2,628	469
Hancock		60,903	.0316	3,583	.0308	100	102	12,496	4,575	4,740	3,351	3,673	13,173	4,201	6,254	1,511
Findlay		47,221	.0245		.0196	120	150	9,524	3,249	4,056	3,293	3,074	11,201	3,060	4,319	1,401
1Fostoria																
Hardin		28,257	.0147	3,038	.0154	85	81	6,830	1,592	1,646	899	1,439	5,990	2,413	3,832	618
Kenton		16,821	.0087		.0062	113	158	3,025	953	1,223	686	853	4,257	1,443	1,674	476
Harrison		15,560	.0081	2,683	.0095	82	70	4,160	1,195	1,180	310	331	3,068	2,429	1,702	377
Henry		33,284	.0173	4,755	.0141	104	127	7,663	2,754	4,450	869	625	5,432	2,553	4,892	634
Napoleon		18,059	.0094		.0055	157	269	4,084	959	4,008	741	147	3,129	1,414	1,732	471
Highland		34,480	.0179	3,592	.0155	85	98	7,399	1,914	4,566	1,520	892	5,259	1,910	3,596	749
Hillsboro		15,184	.0079		.0045	136	239	3,225	853	895	993	364	3,223	892	2,122	237
Hocking		21,351	.0111	3,187	.0110	79	79	4,764	1,288	2,003	753	720	4,500	1,605	3,129	603
Logan		17,167	.0089		.0050	139	247	3,394	725	1,699	753	720	4,231	1,034	2,798	546
Holmes		13,886	.0072	2,525	.0087	72	60	3,346	574	1,594	218	555	2,800	839	1,856	328
Huron		50,220	.0261	3,834	.0252	97	100	10,659	4,119	4,236	2,791	2,286	11,706	4,643	5,822	1,653
Norwalk		20,863	.0108		.0082	124	164	4,165	1,339	2,129	1,784	1,183	4,884	1,674	1,578	737
Jackson		29,122	.0151	3,386	.0143	79	83	6,088	1,868	2,733	1,567	2,145	5,743	2,470	1,992	516
Jackson		18,801	.0098		.0056	127	223	3,791	1,068	1,995	850	985	3,649	1,460	1,513	409
Jefferson	160	133,827	.0695	4,746	.0630	107	118	37,293	8,847	21,177	8,903	6,516	19,325	7,471	13,317	3,299
▲Steubenville		94,778	.0492		.0325	149	226	24,615	4,980	16,990	8,137	4,816	13,865	4,039	8,802	2,287

1 Fostoria is in Hancock and Seneca Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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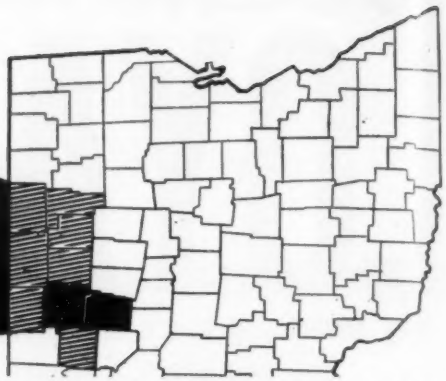
reach the WHEELING-STEUBENVILLE market — richest steel and coal area in the world . . . at lowest cost per thousand — on WSTV-TV, Channel 9, CBS-ABC, Steubenville, Ohio.



SEE our ad on page 743

OHIO'S HIGHEST PAID WORKERS

Read the Dayton, Ohio Daily News - Journal Herald



(Average weekly industrial earnings, 1956)

DAYTON (Mont. Co.) $97.35



Cleveland (Cuy. Co.) $95.73; Toledo (Lucas Co.) $92.20; Akron (Sum. Co.) $91.74
Cincinnati (Ham. Co.) $85.27; Columbus (Frank. Co.) $85.01; State of Ohio $90.77

For more than ten years workers in the rich nine county west central Ohio area have been Ohio's highest paid industrial workers.

And the Dayton newspapers reach these families every day.

Less than 2% of the 158,000 families in the metropolitan area (solid black on map) read other metropolitan papers, 97% read the Dayton newspapers. In the rich nine county area of 258,000 families, less than 6% read other metropolitain papers.

Many advertisers consistently select Dayton as a test market. The area is big enough to produce big sales results, small enough to manage easily, and completely separated from other metropolitan markets or the influence of other metropolitan newspapers.

The Dayton newspapers pioneered complete R.O.P. color printing and have recently increased color units by 33 1/3%. For tests or a consistent advertising program, profit by investing in the productive Dayton market.

THE DAYTON (OHIO) DAILY NEWS-JOURNAL HERALD

Represented by Sawyer-Ferguson-Walker

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

OHIO COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Knox		42,886	.0223	3,634	.0220	96	97	9,324	2,512	4,527	1,488	1,374	10,420	3,055	4,663	1,003
Mount Vernon		31,098	.0162		.0117	131	182	7,094	1,667	4,207	1,396	1,017	8,057	1,727	2,272	865
Lake	30	141,059	.0733	4,149	.0763	112	108	35,034	9,119	11,786	4,051	4,587	22,526	12,957	24,636	4,232
Painesville		45,789	.0238		.0155	158	243	7,832	1,512	9,087	1,729	1,369	12,756	2,706	3,582	1,273
Willoughby		32,389	.0168		.0114	156	230	7,996	1,983	1,102	1,053	823	7,252	2,345	4,356	1,069
Lawrence	65	43,798	.0227	2,939	.0247	79	73	13,025	3,549	3,986	1,564	1,717	8,542	5,096	2,289	973
Ironton		32,708	.0170		.0120	115	163	8,810	2,830	3,504	1,564	1,617	7,172	2,211	1,544	556
Licking	235	96,535	.0502	4,022	.0467	102	109	23,359	6,507	7,618	5,184	3,918	16,854	7,277	10,214	2,586
△Newark		70,670	.0367		.0273	121	162	18,529	4,253	6,219	4,817	3,357	12,845	3,999	6,015	1,925
Logan		46,680	.0242	4,353	.0197	99	122	11,218	4,047	4,232	1,205	2,007	8,534	3,038	5,292	973
Bellefontaine		24,954	.0130		.0086	126	191	4,440	2,360	3,292	1,022	1,669	6,206	1,173	2,271	613
Lorain	82	226,709	.1178	4,027	.1243	108	103	59,071	16,985	22,249	14,359	14,862	44,652	15,238	18,424	6,445
▲Lorain		92,104	.0478		.0422	124	141	25,982	7,330	7,466	8,036	8,352	15,165	5,419	5,643	3,081
▲Elyria		67,707	.0352		.0281	129	161	15,389	4,066	7,417	4,190	4,280	17,628	3,903	4,429	1,579
Lucas	150	610,891	.3173	4,299	.3380	122	115	138,851	53,880	93,735	35,535	34,870	106,606	42,793	30,693	23,037
▲Toledo		531,720	.2762		.2604	132	140	109,836	46,932	91,504	33,358	31,158	96,711	30,426	24,566	21,381
Madison		32,896	.0171	5,081	.0142	99	120	6,024	1,732	1,563	656	924	8,957	1,706	3,268	559
London		15,330	.0080		.0046	144	250	2,964	633	753	443	314	5,545	831	1,089	253
Mahoning	168	402,490	.2091	5,012	.1951	115	123	102,477	27,902	70,981	23,329	26,185	63,635	24,518	26,193	10,640
2▲Youngstown		325,668	.1692		.1360	127	158	75,446	22,579	68,349	21,528	24,226	51,762	16,652	15,402	8,699
Campbell		7,750	.0040		.0070	89	51	3,025	1,045	118	147	292	1,426	539	132	248
Marion		75,602	.0393	4,320	.0346	103	117	16,005	4,807	8,890	4,713	5,113	13,206	3,940	7,645	2,218
Marion		64 884	.0337		.0254	117	155	14,778	3,773	8,491	4,562	4,624	12,186	3,193	5,714	2,027
Medina		58,827	.0305	4,202	.0286	104	111	13,312	4,106	1,902	1,775	1,327	13,313	6,401	5,700	1,691
Medina		25,318	.0132		.0066	194	388	4,839	1,081	907	1,177	631	5,579	2,647	2,713	831
Meigs		20,634	.0107	2,948	.0109	77	76	4,613	1,100	3,366	531	723	3,308	1,686	1,150	612
Mercer		39,924	.0208	4,537	.0183	98	112	6,548	2,350	2,159	1,508	1,243	8,358	2,531	6,705	564
Celina		20,433	.0106		.0064	160	265	3,671	832	1,122	1,167	657	5,513	1,082	2,436	307
Miami		89,318	.0464	4,213	.0425	105	115	20,397	5,734	7,990	3,300	6,951	18,837	6,898	7,086	2,263
Piqua		32,976	.0171		.0140	118	144	8,234	2,138	4,893	1,319	2,491	6,848	2,072	2,111	927
Troy		26,463	.0137		.0106	139	180	6,501	1,533	2,242	1,201	522	5,674	2,141	2,783	907
Monroe		9,751	.0050	2,167	.0059	65	55	2,068	709	1,570	344	242	1,253	1,005	986	94
Montgomery	37	667,085	.3466	4,836	.3360	121	125	151,972	54,470	112,594	44,190	36,381	120,856	40,993	33,822	23,203
▲Dayton		565,574	.2938		.2362	139	173	123,470	45,907	108,754	40,411	31,648	100,804	30,847	25,223	19,554
Miamisburg		21,451	.0111		.0068	158	258	4,367	1,009	881	826	1,178	8,906	1,445	732	563

2 Youngstown is in Mahoning and Trumbull Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.

© SM, 1957.

TOLEDO *is the key to the sea*



and the **TOLEDO NEWSPAPERS**
are the key to the
Billion Dollar Toledo Market.
There are no duplicate keys.

for the third consecutive year, the **TOLEDO BLADE**
tops all other Ohio newspapers in **Grocery Lineage**

(Including Local—Department Store Groceries—General)

1.	**Toledo Blade**	**3,767,952**
2.	Akron Beacon Journal	3,663,86
3.	Cleveland Press	3,337,71
4.	Columbus Dispatch	3,267,43
5.	Dayton News	3,203,31
6.	Youngstown Vindicator Telegram	3,087,81
7.	Dayton Journal	2,933,16
8.	Cincinnati Post	2,267,82
9.	Cincinnati Times Star	2,218,20
10.	Cincinnati Enquirer	1,876,37
11.	Cleveland Plain Dealer	1,734,71
12.	Cleveland News	1,626,28
13.	Columbus Citizen	1,502,98
14.	Ohio State Journal	87,09

TOLEDO BLADE *Daily and Sunday.* **TOLEDO TIMES** *Morning*

REPRESENTED BY MOLONEY, REGAN & SCHMITT, INC.

OHIO

RETAIL SALES — SM ESTIMATES, 1958

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Morgan		12,141	.0063	2,961	.0061	77	80	2,332	835	856	315	431	2,632	1,493	1,329	277
Morrow		14,459	.0075	2,678	.0084	76	68	2,827	706	253	714	372	3,286	1,436	1,602	123
Muskingum	262	89,063	.0462	3,650	.0447	94	97	20,586	6,960	8,446	4,541	6,305	16,219	6,767	6,635	3,395
△Zanesville		75,558	.0392		.0301	115	150	17,487	5,461	7,478	4,350	4,864	14,463	4,865	5,403	3,017
Noble		10,033	.0053	2,867	.0053	76	76	1,306	705	1,055	242	265	2,539	903	1,992	187
Ottawa		38,800	.0201	3,886	.0209	107	103	9,243	3,621	1,657	967	1,687	9,816	2,735	4,580	658
Port Clinton		14,929	.0078		.0058	153	205	4,053	976	704	715	779	3,824	860	1,381	114
Paulding		15,036	.0078	3,199	.0079	85	84	2,570	865	568	254	964	3,366	1,469	2,342	232
Perry		22,722	.0118	2,673	.0132	75	67	6,361	1,700	760	795	691	4,577	2,853	1,961	431
Pickaway		32,109	.0167	4,014	.0158	86	91	5,796	1,748	2,105	648	1,246	6,249	2,635	7,659	738
Circleville		19,903	.0103		.0069	123	184	3,911	1,186	1,633	591	949	5,722	1,769	2,230	686
Pike		17,580	.0091	2,511	.0096	83	59	4,324	1,347	1,830	383	111	3,993	1,628	1,848	426
Portage		95,992	.0499	4,800	.0450	106	117	25,822	7,602	6,770	3,130	3,009	22,081	8,117	8,247	2,689
Ravenna-Kent		*64,794*	*.0336*		*.0220*	*153*	*233*	*17,660*	*5,687*	*4,308*	*2,719*	*2,505*	*17,587*	*5,681*	*4,985*	*2,406*
Ravenna		35,089	.0182		.0102	162	289	10,769	1,642	2,083	1,334	1,304	8,310	1,808	2,931	1,283
Kent		29,705	.0154		.0118	146	190	6,891	1,985	2,225	1,385	1,001	9,217	1,753	2,054	1,123
Preble		25,877	.0134	2,875	.0159	87	74	5,301	2,163	1,312	347	645	4,476	2,865	3,883	823
Putnam		27,018	.0141	3,509	.0144	89	87	4,728	1,887	1,410	671	1,478	5,650	1,980	4,378	824
Richland	227	144,734	.0752	4,684	.0699	113	122	41,280	11,869	18,088	8,292	7,852	25,806	9,593	9,725	3,823
△Mansfield		115,373	.0599		.0430	149	208	33,617	8,637	17,091	7,459	5,634	19,391	6,968	6,160	2,980
Shelby		15,073	.0078		.0068	124	142	3,652	760	645	691	1,197	4,360	1,220	1,512	494
Ross		59,676	.0310	3,552	.0305	86	87	14,964	4,482	4,815	2,853	3,184	12,547	4,308	5,114	1,697
Chillicothe		47,333	.0246		.0183	117	158	11,790	3,600	4,271	2,607	2,919	10,035	3,138	3,095	1,552
Sandusky		72,114	.0374	4,535	.0314	109	129	14,527	4,763	7,076	3,258	4,006	14,580	5,455	7,558	1,446
Fremont		40,195	.0209		.0143	134	195	8,640	2,347	5,361	2,726	2,811	6,592	2,538	4,692	885
Scioto	245	93,653	.0487	2,992	.0522	82	77	22,343	6,996	11,384	6,587	5,540	18,286	8,715	4,262	2,296
△Portsmouth		74,210	.0385		.0288	113	151	15,368	5,495	10,204	6,275	5,020	16,416	5,627	2,590	1,847
Seneca		66,498	.0345	3,866	.0336	97	100	15,035	4,847	7,237	3,339	3,057	12,156	4,481	9,084	1,980
Tiffin		32,980	.0171		.0140	115	140	7,863	2,166	3,997	1,870	1,493	6,695	2,332	3,078	911
1Fostoria		25,275	.0131		.0108	114	138	5,840	1,583	2,554	1,307	1,062	5,384	1,518	3,701	714
Shelby		35,940	.0187	3,993	.0169	90	99	9,048	2,232	3,620	1,265	1,816	6,878	2,719	4,623	781
Sidney		25,017	.0130		.0090	118	171	6,348	1,309	2,967	1,195	1,360	4,870	1,556	2,906	686
Stark	22	422,376	.2194	4,542	.2026	108	117	107,266	30,200	45,673	28,511	28,406	79,046	28,458	29,385	11,680
▲Canton		222,189	.1154		.0903	123	157	48,620	16,993	29,289	20,584	14,104	39,330	14,325	13,633	6,851
Massilon		58,423	.0303		.0240	118	149	15,890	4,128	5,730	3,131	6,176	10,558	3,718	2,675	1,344
Alliance		49,738	.0258		.0221	118	138	12,342	3,043	6,415	2,260	3,517	9,736	2,690	3,807	1,530
Summit	1	657,394	.3415	4,528	.3249	113	119	158,477	52,094	111,815	29,218	32,421	125,102	42,247	49,130	21,119
▲Akron		483,223	.2510		.2163	122	141	106,600	38,448	97,889	22,576	25,713	89,237	25,963	34,684	15,815
Barberton		57,857	.0301		.0240	122	153	15,680	4,427	5,075	3,264	3,112	13,369	3,270	4,314	1,651
Cuyahoga Falls		67,644	.0351		.0310	127	144	22,401	3,089	7,382	3,025	1,535	15,704	4,746	3,876	2,339
Trumbull	168	217,594	.1130	4,233	.1113	105	106	58,274	16,372	23,506	11,399	12,290	37,528	17,093	16,923	6,329
Warren		114,831	.0597		.0439	133	181	27,798	6,411	19,369	8,880	6,916	19,156	6,657	8,164	3,453
Niles		22,603	.0117		.0117	111	111	6,546	1,221	1,115	831	1,192	4,800	1,392	2,660	692
Girard		16,908	.0088		.0076	113	131	4,722	1,256	370	636	1,087	4,513	1,522	1,159	460
2▲Youngstown																
Tuscarawas		92,021	.0478	4,001	.0432	97	107	22,161	6,168	8,068	4,770	6,474	21,585	6,742	7,542	2,132
New Philadelphia		25,841	.0134		.0099	118	160	6,143	1,506	2,699	1,924	2,109	4,577	1,772	2,253	417
Dover		25,158	.0131		.0083	134	211	5,526	1,203	1,539	1,331	1,948	7,359	1,466	1,916	657
Union		28,937	.0151	4,319	.0125	96	116	4,799	1,561	1,080	512	692	5,620	1,949	5,055	613
Van Wert		29,864	.0155	3,246	.0166	97	90	7,059	1,933	2,242	958	2,246	5,962	3,055	4,359	733
Van Wert		20,175	.0105		.0082	124	159	5,014	1,207	2,056	879	1,912	3,372	1,338	2,855	589
Vinton		6,690	.0035	2,389	.0041	62	53	1,714	620	415	107	242	617	753	1,459	132
Warren		52,108	.0270	3,670	.0271	92	91	13,167	3,203	2,278	2,083	2,191	9,375	5,102	6,894	1,025
Lebanon		22,370	.0116		.0058	187	374	4,167	754	1,158	1,390	801	6,547	1,799	1,601	291
Washington		50,623	.0263	3,515	.0241	87	95	11,769	3,532	5,337	1,864	3,308	7,934	6,723	3,746	1,605
Marietta		37,657	.0196		.0129	128	194	8,347	2,249	4,101	1,782	2,722	6,987	3,394	2,607	1,344
Wayne		78,668	.0409	4,275	.0381	98	106	15,788	4,150	9,154	2,535	4,671	16,841	6,242	10,980	2,192
Wooster		39,662	.0206		.0136	153	231	7,573	1,962	5,961	1,942	2,889	6,663	3,168	4,754	1,139
Williams		31,062	.0161	3,451	.0162	96	96	6,596	2,393	2,424	1,395	1,377	7,348	2,153	4,143	892
Wood		64,017	.0333	3,387	.0375	97	86	15,739	4,527	4,643	1,243	2,418	17,916	5,173	6,879	1,579
Bowling Green		21,550	.0112		.0097	124	144	5,253	1,241	2,768	945	478	4,764	1,595	2,220	556
Wyandot		24,361	.0126	3,748	.0121	95	98	4,792	1,603	915	893	858	5,081	1,728	4,515	698
Total Above Cities		9,187,258	4.7722		4.0483	128	151	2,099,391	694,357	1,462,852	588,705	516,736	1,730,360	526,602	548,571	304,498
State Total		11,672,982	6.0638	4,315	5.9078	110	113	2,759,387	909,017	1,603,382	681,772	614,157	2,135,427	786,955	884,340	385,977

1 Fostoria is in Hancock and Seneca counties.
2 Youngstown is in Mahoning and Trumbull counties.

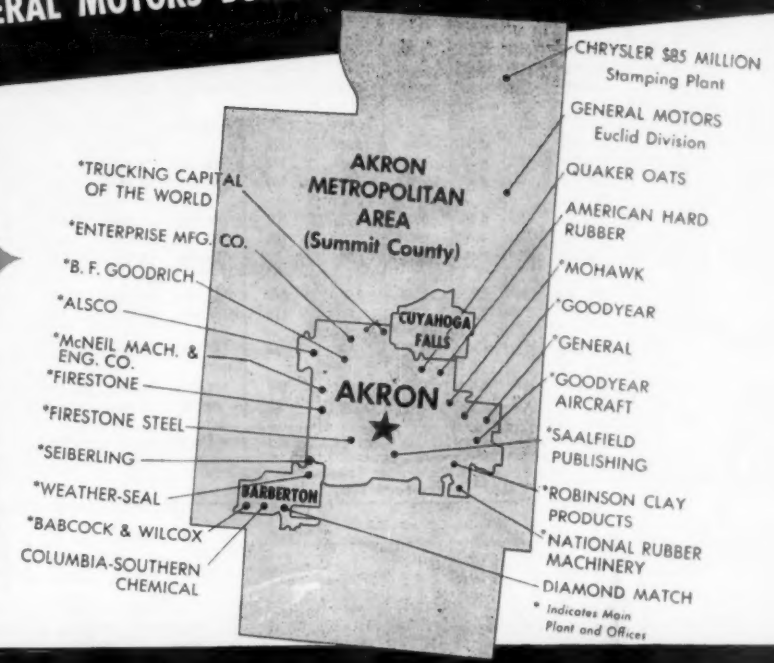
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Careful reading of the explanatory introduction, starting on page 11, will help you make the most profitable use of the Survey of Buying Power data.

CHRYSLER and GENERAL MOTORS BUILDING NEW PLANTS IN AKRON



GREAT NAMES MAKE A GREAT MARKET COVERED BY ONLY ONE GREAT NEWSPAPER

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Total BEACON JOURNAL CIRCULATION

Daily 156,638 **162,994 Sunday**

12 MONTHS AVERAGE ENDING MARCH 31st, 1956

MEDIA COVERAGE OF SUMMIT COUNTY

Media	Circulation	% Coverage
AKRON BEACON JOURNAL daily	135,131	96.5%
AKRON BEACON JOURNAL Sunday	127,978	91.6%
Cleveland Plain Dealer daily	13,760	10%
Cleveland Plain Dealer Sunday	8,342	6%
Cleveland Press daily	1,366	1%
Cleveland News daily	548	less than 1%

AKRON BEACON JOURNAL

Ohio's Most Complete Newspaper

STORY, BROOKS & FINLEY, *Representatives*
JOHN S. KNIGHT, *Publisher*

COMPLETE COVERAGE OF AKRON WITHOUT WASTEFUL DUPLICATION

OHIO

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Akron	1	657,394	.3415	4,528	.3249	113	119	158,477	82 094	111,815	29,219	32,421	125 102	42,247	49,130	21,119
Canton	22	422,379	.2194	4,842	.2026	108	117	107,266	30,290	45,673	28,511	28,406	79,046	28,458	29,385	11,688
Cincinnati	29	1,331,119	.6916	4,052	.6807	111	113	318,645	126,169	210,026	92,599	71,869	228,841	73,515	72,021	44,444
Cleveland	30	2,388,956	1.2410	4,762	1.2477	126	126	584,352	196,326	405 606	151,302	129,282	404,608	132,988	124,130	80,102
Columbus	33	885,049	.4483	4,684	.4489	121	122	188,811	76,384	149 117	60,243	39,578	147 888	57 131	54 859	30 988
Dayton	37	741,111	.3850	4,667	.3797	119	121	169,147	58,804	116,947	48,675	39,335	139,922	48,559	40,788	25,826
Hamilton-Middletown	60	218,182	.1134	4,462	.1101	109	112	48,220	17,184	23,053	12,254	13,379	40,588	14,149	25,213	6,691
Lima	79	133,040	.0691	4,449	.0633	107	117	29,464	8,629	22,942	7,053	6,821	22 388	8,957	11,250	3,390
Lorain-Elyria	82	226,709	.1178	4,027	.1243	108	103	59,071	16,985	22,249	14,359	14,562	44,652	15,238	18,424	6,445
△Mansfield	227	144,734	.0752	4,884	.0699	113	122	41,280	11,669	18,098	8,292	7,882	25,806	9,593	9,725	3 822
△Newark	235	98,535	.0502	4,022	.0467	102	109	23,350	6,507	7,618	5 184	3 918	16,854	7,277	10,214	2,588
△Portsmouth	245	93,653	.0487	2,992	.0522	82	77	22,343	6,996	11,384	6,587	5,540	18,286	5,715	4,262	2,296
Springfield	144	186,335	.0984	4,412	.0904	109	118	38,304	10,444	19,372	9,861	8,425	31 533	12,208	12 198	5 538
Toledo	150	610,891	.3173	4,299	.3380	122	115	138,851	53,880	93,735	35,535	34,870	106,606	42,793	30,893	23,037
Wheeling-Steubenville	160	405,298	.2105	3.924	.2085	98	99	108,963	29,989	89,515	27,248	23,047	60,999	26,483	30,965	10,373
Youngstown	168	734,242	.3918	4,616	.3753	110	115	194,488	50,832	109,801	42 998	46,975	128,791	49,737	55,612	29,767
△Zanesville	262	89,063	.0462	3,650	.0447	94	97	20,588	6,960	8,448	4,541	6,305	16,219	8,767	6,635	3,395
Total Above Areas	....	9,344,687	4.8544	4,441	4.7949	115	117	2,251,565	754,022	1,435,397	581,458	512,315	1,638,129	592,815	585,465	311,941

OKLAHOMA — (Other West South Central States: Arkansas, Louisiana, Texas.)

Map, page 603

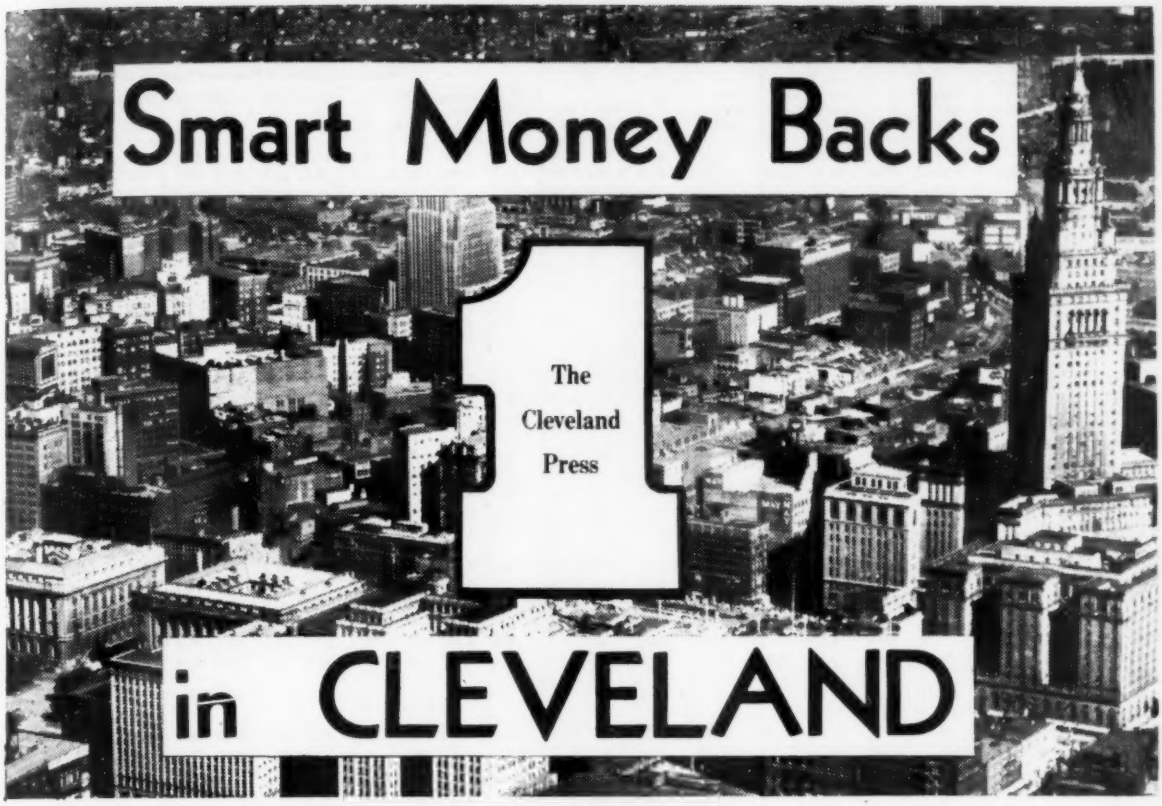
NUMBER OF OUTLETS

City	County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Ada	Pontotoc	17.7	282	55	44	13	22	20	14	28	14	12
Altus	Jackson	14.6	186	32	35	13	14	11	16	18	16	9
Alva	Woods	7.1	133	16	27	8	12	7	17	12	16	3
Ardmore	Carter	27.5	356	84	56	20	27	25	34	38	21	9
Bartlesville	Washington	27.4	248	36	47	13	25	20	22	28	15	9
Blackwell	Kay	10.4	144	24	22	9	12	10	16	12	18	7
Chickasha	Grady	16.9	232	38	31	17	13	20	25	26	19	6
Clinton	Custer	8.9	160	24	23	8	16	15	16	21	15	5
Cushing	Payne	11.4	148	28	20	12	10	9	14	20	14	6
Duncan	Stephens	20.2	285	57	40	18	15	20	19	28	23	6
Durant	Bryan	10.4	200	38	26	17	13	14	23	28	13	4
El Reno	Canadian	11.1	184	31	33	9	10	9	16	24	21	6
Elk City	Beckham	9.0	149	20	26	13	9	8	16	21	13	7
Enid	Garfield	41.2	513	74	93	35	48	43	54	67	29	14
Guthrie	Logan	10.5	171	35	28	16	9	12	13	21	14	5
Guymon	Texas	6 5	104	13	22	8	11	8	8	15	11	3
Lawton	Comanche	53.9	533	94	110	29	50	40	41	56	32	17
McAlester	Pittsburg	19.5	284	71	43	29	19	10	20	38	18	10
Miami	Ottawa	12.8	222	50	33	16	23	14	19	24	14	6
Midwest City	Oklahoma	26.8	71	10	15	8	10	5	9	3	3	4
Muskogee	Muskogee	39.9	594	163	94	49	33	22	30	71	34	24
Norman	Cleveland	32.7	268	40	49	23	22	14	23	30	15	14
Oklahoma City	Oklahoma	290.4	3,292	574	665	309	199	212	237	404	137	154
Okmulgee	Okmulgee	20.0	225	54	34	13	18	13	26	23	11	6
Pauls Valley	Garvin	7.7	143	20	26	9	15	9	10	17	14	6
Ponca City	Kay	25.0	310	40	50	22	30	29	31	38	22	11
Sapulpa	Creek	13.0	187	36	42	9	7	9	21	30	9	7
Seminole	Seminole	11.9	187	45	31	14	13	12	17	24	11	5
Shawnee	Pottawatomie	28.5	378	93	54	23	25	22	32	48	16	15
Stillwater	Payne	24.0	239	27	45	16	24	31	22	23	13	8
Tulsa	Tulsa	245.3	2,801	435	498	264	172	166	180	294	111	112
Woodward	Woodward	8.4	136	13	28	15	11	9	14	13	15	4

COUNTIES CITIES	Metropolitan Area	POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Adair		12 8	.0074	3.2		5,156	.0029	853	2,852	3 3	2,478	65.6	40.0	24.1	33.3	7.7	18.3	2.6	6.7	.6	3.7
Alfalfa		9.0	.0054	2.9	2.2	12,576	.0044	1,397	4,337	2.9	4,282	35.7	12.6	29 4	23.6	24.8	30.4	5.9	11.3	4.2	22.1
Atoka		12.1	.0071	3.2	2.2	9,333	.0033	771	2,917	3.3	2,822	56.6	30.3	23.3	34.3	11.7	21.6	2.3	6.7	1.1	6.9
Beaver		7.0	.0042	2.1		12,902	.0042	1,715	5,715	2.1	5,688	24.2	6.4	30.7	18.5	27.9	25.8	8.5	12.4	8.7	36.9
Beckham		19.5	.0115	6.2	11.5	29,841	.0105	1,530	4,813	6.6	4,534	31 9	10.6	26.1	21.4	26.6	33.1	6.9	12.5	4.5	22.4
Elk City		9.0	.0053	3.9		14,807	.0051	1,612	5,002	3.1	4,728	30.5	9.8	35.6	18.5	31.4	34.9	7.6	13.3	4.9	23.5
Blaine		12.9	.0077	3.9	2.8	14,713	.0062	1,141	3,773	3.9	3,773	38.7	15.5	31.6	28.7	22.7	31.6	4.4	9.6	2.6	14.6
Bryan		24.4	.0144	7.1	10.4	22,274	.0079	913	3,137	7.4	3,020	52.6	26.4	28.7	32.5	14.4	25.1	2.6	7.1	1.5	8.9
Durant		10.4	.0062	3.2		12,266	.0043	1,179	3 833	3.6	3,364	47.6	21.4	28.1	28.5	18.7	29.2	3.6	8.9	2.0	12.0
Caddo		29.2	.0167	8.2	8.1	31,269	.0110	1 119	3,816	8.6	3 634	40.4	16.8	31.5	29.6	21.4	31 0	4.5	10.2	2.2	12.4
Canadian		24.1	.0143	7.1	11.1	33,251	.0117	1,380	4,683	7.4	4,503	29.5	10.0	30.6	23.2	28.1	32.9	7.4	13.7	4.1	20.2
El Reno		11.1	.0066	3.7		17,170	.0061	1,547	4,641	3.8	4,493	26.6	9.0	30.3	22.8	31.9	37.4	8.0	14.8	3.3	16.0
Carter		42.6	.0252	13.3	30.1	57,320	.0202	1,346	4,310	13.4	4,286	38.7	12.9	29.4	21.1	26.7	32.6	6.1	11.7	4.1	21.6
Ardmore		27.5	.0163	9.1		39,644	.0140	1,442	4,386	9.1	4,355	36.6	12.7	26.7	20 9	26.1	31.6	6.2	11.8	4.4	23.0
Cherokee		12.9	.0077	3.3	3.3	9,927	.0035	770	3 008	3.7	2 686	60.2	33.6	25.6	34.0	9.8	19.0	2.1	5.3	1.1	6.9
Choctaw		14.5	.0086	4.0	4.3	12,163	.0043	839	3 041	4.5	2,696	60.4	33.9	25.2	31.8	11.6	22.7	1.8	5.7	1.0	5.9
Cimarron		4.7	.0028	1.3		9,177	.0032	1,953	7,059	1.3	6,926	34.2	5.3	24.5	12.1	25.1	19.0	12.8	15.4	13.4	48.2
Cleveland		42.8	.0253	16.7	32.7	58,963	.0206	1,377	5,510	16.8	3,519	46.5	20.0	25.8	25.1	21.0	31.3	4.4	10.5	2.3	13.1
Norman		22.7	.0134	7.9		51,693	.0182	1,581	6,543	14.7	3,515	47.1	20.3	25.4	24.6	20.7	30.9	4.5	10.6	2.3	13.6

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Before using these figures, read foreword, page 11.



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OKLAHOMA

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000 & over % Units	$10,000 & over % Inc.
Coal		6.3	.0038	1.8		4,571	.0016	728	3,047	1.7	2,641	39.7	34.2	27.3	35.3	10.3	20.6	2.1	6.7	.6	3.2
Comanche	222	74.0	.0439	20.5	53.9	167,563	.0379	1,454	5,247	26.9	4,003	37.9	14.3	27.3	23.3	25.5	33.5	6.4	13.2	2.9	15.7
△Lawton		53.9	.0319	17.0		71,986	.0254	1,336	4,234	17.6	4,090	36.4	13.4	27.6	23.0	26.4	34.0	6.6	13.5	3.0	16.1
Cotton		10.8	.0064	3.1	2.9	12,044	.0043	1,115	3,885	3.2	3,811	42.6	16.9	28.9	25.9	20.3	26.0	5.0	10.9	3.2	18.3
Craig		16.2	.0096	4.2	4.9	13,840	.0048	854	3,295	4.5	3,078	50.8	25.0	29.8	33.0	15.3	26.2	2.7	7.3	1.4	8.5
Creek		40.7	.0241	12.4	23.2	48,743	.0172	1,198	3,931	13.0	3,745	39.0	15.7	26.5	24.3	27.5	38.6	5.0	11.1	2.0	10.3
Sapulpa		13.6	.0081	4.1		18,442	.0065	1,356	4,498	4.5	4,059	32.8	12.2	28.4	22.8	30.6	39.7	5.8	11.9	2.4	12.4
Custer		18.1	.0107	5.6	12.4	24,490	.0086	1,353	4,373	6.3	3,912	38.5	14.9	30.3	26.5	22.7	30.6	5.5	11 6	3.0	16.4
Clinton		8.9	.0053	2.7		13,680	.0048	1,537	5,067	3.2	4,211	34.4	12.4	30.9	25.0	24.7	30.8	6.3	12.4	3.7	19.4
Delaware		10.4	.0062	2.9		8,258	.0029	794	2,848	3.0	2,734	58.7	32.5	27.6	34.4	10.7	20.6	2.0	6.1	1.0	6.4
Dewey		7.1	.0042	2.0		7,101	.0025	1,000	3,551	2.0	3,831	45.1	19.3	28.1	27.1	20.3	30.3	4.2	9.9	2.3	13.4
Ellis		8.4	.0050	2.7		14,054	.0050	1,673	5,205	2.7	5,207	31.2	9.1	28.4	18.6	24.2	24.5	8.7	13.8	7.5	34.0
Garfield	201	50.9	.0301	15.8	41.2	82,899	.0291	1,625	5,234	18.4	4,499	29.5	9.9	29.0	22.1	30.4	35.5	7.2	13.2	3.9	19.3
△Enid		41.2	.0244	13.5		69,032	.0243	1,676	5,113	15.1	4,570	28.3	9.4	28.9	21.5	31.5	36.3	7.3	13.3	4.0	19.5
Garvin		33.4	.0198	9.8	11.1	37,705	.0133	1,129	3,928	9.8	3,838	30.1	15.4	26.6	23.7	26.3	36.0	5.6	12.2	2.4	12.7
Pauls Valley		7.7	.0046	2.4		10,069	.0035	1,308	4,195	2.4	4,173	29.7	10.8	28.3	23.2	32.9	41.4	6.8	13.6	2 3	11.0
Grady		30.6	.0181	9.4	16.9	37,338	.0132	1,220	3,972	10.3	3,642	43.5	19.1	29.3	27.5	19.7	28.4	4.9	11.1	2.6	14.9
Chickasha		16.9	.0100	5.4		23,791	.0084	1,408	4,406	6.3	3,769	42.7	17.1	28.5	25.9	20.3	28.3	5.6	12.4	2.9	16.2
Grant		8.7	.0052	2.8		14,096	.0049	1,620	5,638	2.9	4,845	34.0	10.6	29.4	29.7	22.7	24.7	7.4	12.7	6.5	31.3
Greer		6.9	.0053	2.8	3.3	10,349	.0037	1,163	3,980	2.7	3,829	39.3	15.5	32.5	29.1	20.0	27.4	5.2	11.3	3.0	16.7
Harmon		7.1	.0042	2.0	2.7	11,574	.0041	1,630	5,787	2.1	5,605	32.7	8.8	27.1	16.4	21.6	20.3	9.2	13.7	9.4	40.8
Harper		4.9	.0029	1.4		8,383	.0029	1,711	5,988	1.5	5,433	29.4	8.2	28.0	17.6	25.5	24.7	8.9	13.6	8.2	35.9
Haskell		11.4	.0067	2.8		9,065	.0032	795	3,238	3.2	2,855	53.2	28.2	29.4	35.2	14.7	27.1	2.0	5.7	.7	3.8
Hughes		15.8	.0094	4.8	4.9	15,525	.0056	983	3,375	4.9	3,197	49.9	23.6	28.4	30.3	16.8	27.6	3.3	8.7	1.6	9.8
See Seminole-Wewoka-Holdenville																					
Jackson		24.3	.0144	7.8	14.6	30,985	.0109	1,275	4,077	7.6	4,089	38.4	13.5	32.7	27.6	21.8	28.2	5.6	11.5	3.5	19.2
Altus		14.6	.0086	4.9		19,761	.0070	1,353	4,033	4.9	4,055	36.6	13.7	32.3	27.0	22.0	28.6	5.6	11.5	3.5	19.2
Jefferson		9.3	.0055	2.7		10,735	.0038	1,154	3,976	3.0	3,588	44.2	18.6	30.0	28.6	18.8	27.5	4.4	10.2	2.6	15.1
Johnston		9.3	.0055	2.4		7,134	.0025	767	2,973	2.7	2,647	60.2	34.4	26.1	33.7	11.1	22.0	2.0	6.3	.6	3.6
Kay		49.7	.0294	15.8	39.0	78,094	.0275	1,571	4,943	16.7	4,669	27.7	9.0	25.3	18.5	34.6	39.0	8.5	15.2	3.9	18.3
Ponca City		25.0	.0148	8.3		44,623	.0157	1,785	5,376	8.7	5,124	23.4	6.9	24.0	15.0	37.3	38.3	10.4	16.9	4.9	22.0
Blackwell		10.4	.0062	3.3		15,131	.0053	1,454	4,582	3.6	4,242	29.3	10.4	25.9	21.0	36.1	44.7	6.3	12.3	2.4	11.6
Kingfisher		10.7	.0064	3.2	2.8	14,154	.0050	1,323	4,423	3.2	4,447	35.3	12.0	28.9	22.3	24.9	29.4	6.0	11.1	4.9	25.2
Kiowa		15.7	.0093	4.7	4.5	20,287	.0072	1,292	4,316	5.0	4,675	38.6	13.6	31.0	26.0	22.6	29.1	6.4	13.0	3.4	18.3
Latimer		7.5	.0044	2.0		8,488	.0022	865	3,244	2.3	2,847	55.6	29.5	28.9	34.7	12.2	22.6	2.2	6.5	1.1	6.7
Le Flore		27.7	.0164	7.7	5.1	22,788	.0081	823	2,959	7.7	2,942	53.3	27.4	28.5	33.2	14.5	25.9	2.6	7.2	1.1	6.3
Lincoln		19.2	.0114	5.8	2.3	19,712	.0069	1,027	3,399	5.8	3,389	46.1	20.6	27.6	27.7	20.5	31.8	4.1	10.1	1.7	9.8
Logan		19.1	.0113	5.9	10.5	24,206	.0086	1,267	4,103	7.1	3,416	47.2	20.9	27.1	27.0	19.2	29.6	4.5	11.0	2.0	11.5
Guthrie		10.5	.0062	3.3		14,278	.0050	1,360	4,327	4.0	3,559	44.1	18.7	27.6	26.5	21.4	31.6	4.8	11.2	2.1	12.0
Love		6.8	.0040	1.7		5,172	.0018	761	3,042	1.8	2,848	54.7	29.0	27.8	33.3	13.9	25.7	3.0	8.8	.6	3.2
McClain		15.7	.0093	4.5	3.8	15,739	.0055	1,002	3,498	4.7	3,335	45.5	20.6	30.3	31.1	19.0	29.9	3.5	8.8	1.7	9.6
McCurtain		20.9	.0124	5.6	3.2	14,750	.0052	706	2,634	5.6	2,636	58.8	33.7	28.2	36.8	10.9	21.7	1.6	4.9	.5	3.1
McIntosh		13.5	.0080	3.8	4.1	9,455	.0033	700	2,701	3.5	2 672	59.6	33.7	27.4	34.8	10.3	20.3	1.9	6.0	.8	5.2
Major		10.0	.0059	3.0		13,248	.0047	1,325	4,416	3.1	4,286	34.5	12.2	29.9	23.8	24 7	30 3	7.0	13.5	3.9	20.2
Marshall		6.4	.0038	1.9	2.2	7,592	.0027	1,187	3,999	2.0	3,788	43.1	17.2	24.9	22.5	24.7	34.3	4.8	9.9	2.8	16.1
Mayes		17.3	.0103	4.9	4.0	15 606	.0055	902	3,185	4.9	3 185	48.8	23.2	29.4	31.5	17.3	26.6	3.0	7.7	1.5	9.0
Murray		10.2	.0060	3.1	4.2	12,314	.0043	1,207	3,972	3.5	3,541	44.1	18.8	29.3	28.4	19.3	28.7	5.1	11.8	2.2	12.3
Muskogee		54.2	.0321	16.0	39.9	67,054	.0237	1 237	4,191	17.4	3,854	41.4	16.2	27.4	24.4	22.6	30.8	5.7	12.2	2.9	16.4
Muskogee		39.9	.0236	13.0		57,812	.0204	1,449	4,447	14.3	4,034	39.0	14.6	27.1	23.1	24.3	31.6	6.3	12.9	3.3	17.8
Noble		9.6	.0057	3.0	4.1	12,076	.0042	1,258	4,025	3.1	3,928	35.9	13.8	29.4	25.7	26.1	34.9	6.2	13.0	2.4	12.6
Nowata		11.7	.0070	3.5	3.7	12,871	.0046	1,100	3,677	3.6	3,604	42.6	17.9	27.0	25.5	23.8	34.8	4.6	10.6	2.0	11.2
Okfuskee		14.2	.0084	3.9	3.0	12,477	.0043	879	3,199	4.1	3,064	53.7	26.5	27.3	30.5	14.9	25.5	2.4	6.5	1.7	11.0
Oklahoma	102	400.0	.2389	127.9	351.7	712,249	.2810	1,781	5,569	139.1	5,119	24.5	7.2	26.7	18.0	33.7	34.6	9.5	15.3	5.6	24.9
▲Oklahoma City		290.4	.1720	97.2		538,012	.1896	1,853	5,535	105.1	5,118	24.6	7.3	27.1	18.0	33.3	34.2	9.4	15.3	5.6	25.2
Midwest City		26.8	.0159	7.8		43,727	.0154	1,632	5,606	8.1	5,426	18.8	5.2	23.6	15.0	40.3	39.0	11.9	18.1	5.4	22.7
Okmulgee		38.4	.0228	11.4	23.7	44,847	.0158	1,168	3,934	12.4	3,628	41.3	17.2	28.3	26.7	24.1	34.9	4.2	9.5	2.1	11.7
Okmulgee		20.0	.0118	6.5		26,542	.0094	1,327	4,093	7.2	3,662	40.8	16.9	29.2	27.2	23.4	33.6	4.3	9.7	2.3	12.6
Osage		38.2	.0226	11.3	12.1	48,006	.0169	1,257	4,248	11.3	4,233	34.3	12.3	24.5	19.7	31.3	38.9	6.8	13.3	3.1	15.8
Ottawa		28.3	.0168	8.8	16.6	35,374	.0125	1,250	4,020	9.1	3,874	36.9	14.4	29.4	25.8	26.5	36.0	4.7	10.1	2.5	13.7
Miami		12.8	.0076	4.4		19,596	.0069	1,531	4,454	4.6	4,294	31.2	11.0	28.3	22.5	31.2	38.2	6.1	11.8	3.2	16.5
Pawnee		13.6	.0080	4.1	2.9	15,251	.0054	1,121	3,720	4.4	3,447	46.1	20.2	28.1	27.8	19.7	30.1	4.0	9.7	2.1	12.2
Payne		40.8	.0241	11.5	38.8	63,713	.0224	1,569	5,540	18.0	3,544	45.1	19.3	26.1	25.1	22.2	33.0	4.5	10.4	2.1	12.2
Stillwater		24.0	.0142	5.9		41,476	.0146	1,728	7,030	12.5	3,309	49.4	22.6	25.2	26.0	19.8	31.5	3.8	9.5	1.8	10.4
Cushing		11.4	.0068	3.8		17,636	.0062	1,547	4,641	4.1	4,281	33.8	11.9	26.8	21.4	29.3	38.0	6.7	13.0	3.4	17.7
Pittsburg		34.1	.0202	9.7	19.5	32,898	.0116	965	3,392	9.7	3,386	45.0	20.1	29.7	30.0	19.4	30.1	4.2	10.3	1.7	9.5
McAlester		19.5	.0116	5.6		23,130	.0078	1,134	3,960	5.9	3,718	39.7	16.1	30.0	27.7	22.7	32.1	5.3	11.7	2.3	12.4

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SM Standard (▲) and Potential (△) Metropolitan County Areas.

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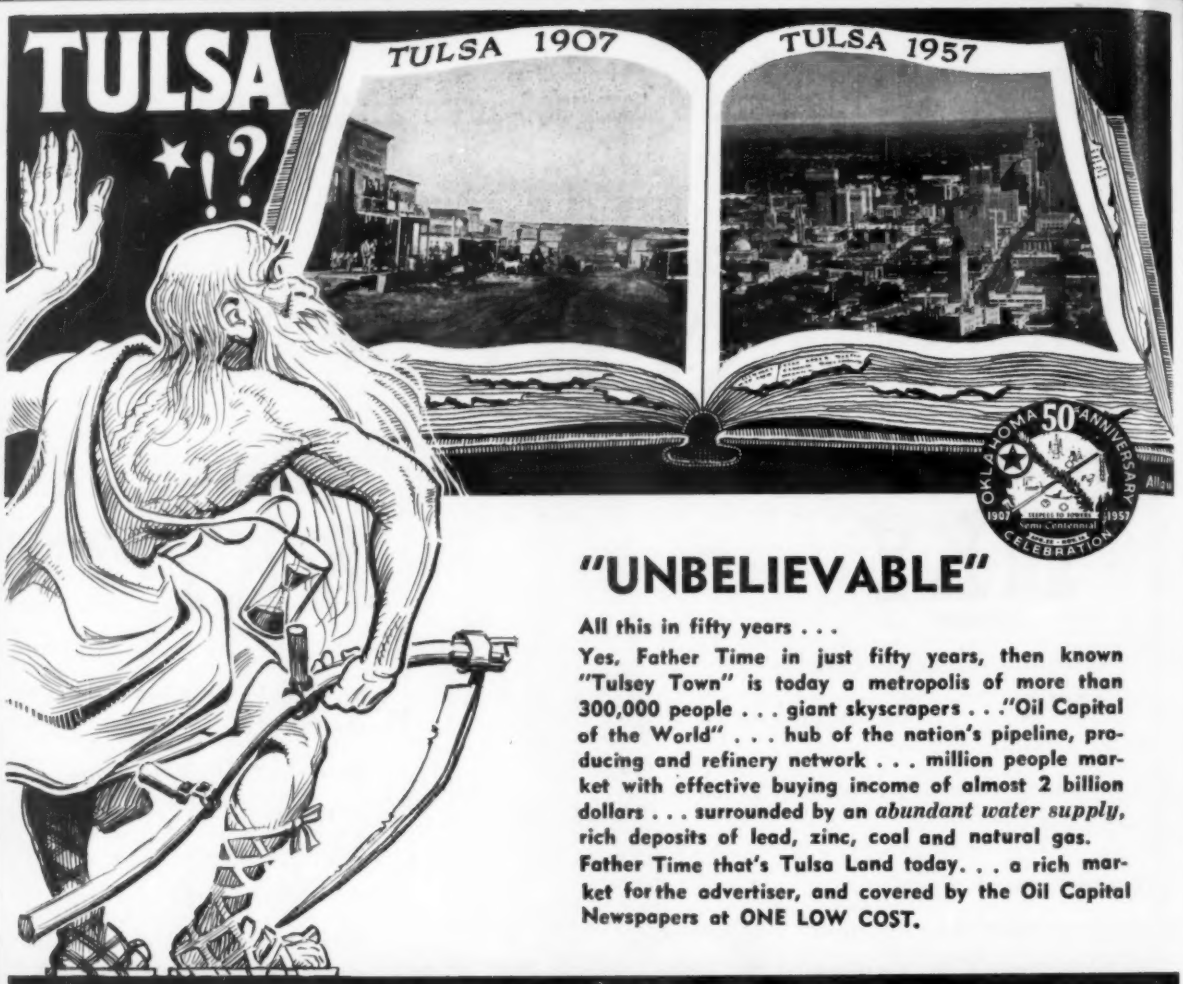
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OKLAHOMA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Pontotoc		30.0	.0177	9.0	17.7	37,969	.0134	1,266	4,219	9.0	3,835	39.9	15.7	27.9	24.8	24.7	33.9	4.7	10.1	2.8	15.6
Ada		17.7	.0105	5.7		27,339	.0096	1,545	4,796	5.6	4,154	37.3	13.6	27.1	22.2	26.4	33.4	5.6	11.2	3.6	19.6
Pottawatomie		45.4	.0269	13.6	28.5	52,813	.0186	1,163	3,883	14.5	3,631	40.7	16.9	29.1	27.5	23.7	34.3	4.5	10.2	2.0	11.1
Shawnee		28.5	.0169	8.7		38,206	.0135	1,341	4,391	10.1	3,765	38.9	15.6	28.6	26.0	25.2	35.2	5.0	11.0	2.3	12.2
Pushmataha		10.1	.0060	2.8	2.1	7,358	.0026	729	2,628	2.8	2,674	60.6	34.3	28.5	33.7	10.0	19.7	2.0	6.3	.9	6.0
Roger Mills		6.4	.0038	1.8		6,568	.0023	1,026	3,649	1.9	3,499	35.6	16.7	33.6	32.8	22.2	33.3	4.2	10.0	1.4	7.2
Rogers		18.4	.0109	5.3	5.2	20,386	.0072	1,107	3,843	6.0	3,409	45.1	20.0	28.5	29.5	20.4	31.5	4.3	10.5	1.7	9.0
Seminole		40.9	.0242	11.6	22.3	47,915	.0169	1,172	4,167	11.9	4,041	35.8	13.4	23.9	20.2	32.0	41.6	5.8	11.9	2.6	12.9
Seminole-Wewoka-Holdenville		*25.1*	*.0149*	*8.1*		*39,357*	*.0114*	*1,939*	*5,996*												
Seminole		11.9	.0070	3.6		15,279	.0054	1,284	4,244	3.6	4,222	31.4	11.2	25.8	20.9	34.2	42.6	5.9	11.5	2.7	13.8
Sequoyah		16.8	.0100	4.2	2.4	12,058	.0042	718	2,871	4.3	2,760	56.5	30.8	29.3	35.9	11.4	21.6	1.7	5.0	1.1	6.7
Stephens		36.0	.0213	10.9	23.6	50,844	.0179	1,412	4,665	11.5	4,409	30.5	10.4	27.3	21.2	31.5	37.6	7.3	13.8	3.4	17.0
Duncan		20.2	.0120	6.3		31,455	.0111	1,557	4,993	6.7	4,661	27.3	8.9	26.1	19.1	34.4	38.5	8.4	15.0	3.6	18.2
Texas		12.8	.0076	3.6	6.5	28,049	.0099	2,191	7,791	4.1	6,806	22.7	5.1	21.8	10.9	30.9	23.9	12.2	14.8	12.4	45.3
Guymon		6.5	.0039	1.9		13,822	.0049	2,126	7,275	2.1	6,684	20.9	4.7	20.9	10.7	34.2	26.9	12.5	15.5	11.5	42.2
Tillman		15.4	.0091	4.8	4.8	19,419	.0069	1,261	4,222	4.6	4,196	37.7	13.6	30.1	24.5	22.0	27.6	6.0	11.9	4.2	22.4
Tulsa	154	323.5	.1917	102.7	258.1	610,033	.2149	1,886	5,940	112.1	5,442	23.9	6.6	25.0	15.7	33.9	32.8	10.6	15.0	6.7	28.9
▲Tulsa		245.3	.1453	81.8		496,363	.1749	2,023	6,068	89.7	5,532	23.5	6.4	24.7	15.3	33.9	32.3	10.8	16.1	7.1	29.9

SM Standard (▲) and Potential (△) Metropolitan County Areas.

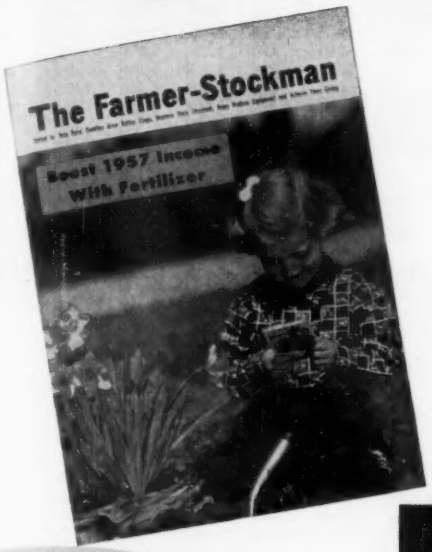
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OKLAHOMA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Wagoner		14.6	.0086	4.0	4.0	12,350	.0044	846	3,088	4.1	3,029	32.8	26.4	28.7	32.3	14.3	24.7	2.8	7.8	1.4	8.8
Washington		37.7	.0224	11.9	29.4	76,517	.0269	2,030	6,430	13.0	5,871	23.1	6.0	22.3	12.9	33.7	30.2	12.8	18.1	8.1	32.8
Bartlesville		27.4	.0162	8.9		62,356	.0220	2,276	7,006	9.9	6,268	20.7	5.0	21.6	11.7	34.5	29.0	13.9	18.4	9.3	35.9
Washita		15.5	.0091	4.8	2.5	18,905	.0067	1,220	4,110	4.7	4,060	35.4	13.2	31.3	28.6	24.9	32.3	5.1	10.4	3.3	17.6
Woods		12.8	.0076	3.9	7.1	21,285	.0075	1,663	5,458	4.4	4,838	31.7	9.9	27.5	19.6	26.6	29.1	6.2	14.0	5.9	27.5
Alva		7.1	.0042	2.3		12,277	.0043	1,729	5,338	2.6	4,677	32.5	10.5	28.0	30.4	27.0	30.4	7.2	12.8	5.3	26.9
Woodward		11.6	.0069	3.3	6.4	14,765	.0052	1,273	4,474	3.4	4,335	33.9	11.8	28.7	22.7	27.0	32.7	6.4	12.2	4.0	20.8
Woodward		6.4	.0038	2.0		9,520	.0034	1,488	4,760	2.1	4,449	31.4	10.7	28.7	23.0	29.2	34.8	6.6	12.4	4.1	20.4
Total Above Cities		1,109.2	.6572	357.1		1,909,600	.6730	1,722	5,348	400.2	4,771	29.8	9.4	26.4	19.0	30.5	33.6	8.4	14.5	4.9	23.5
State Total		2,255.0	1.3359	678.9	1,328.0	3,219,878	1.1314	1,424	4,744	739.8	4,340	35.1	12.2	27.2	21.4	26.8	32.5	6.9	13.2	4.0	20.7

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Enid	201	50.9	.0301	15.8	41.2	82,896	.0291	1,625	5,234
△Lawton	222	74.0	.0438	20.6	53.9	107,563	.0379	1,454	5,247
Oklahoma City	102	400.0	.2369	127.9	351.7	712,249	.2510	1,781	5,569
Tulsa	154	323.5	.1917	102.7	256.1	610,033	.2149	1,886	5,940
Total Above Areas		848.4	.5025	266.9	702.9	1,512,844	5329	1,783	5,667

COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adair		5,979	.0031	1,868	.0038	51	42	1,311	209	633	265	87	1,238	227	1,204	205
Alfalfa		8,260	.0043	2,848	.0048	88	80	1,605	318	388	134	209	1,943	986	1,495	402
Atoka		5,266	.0028	1,648	.0039	55	39	1,391	370	517	84	269	1,320	595	381	164
Beaver		3,891	.0020	1,853	.0035	63	48	767	207	147	238	31	720	796	616	231
Beckham		22,528	.0117	3,634	.0111	97	102	5,579	1,178	2,884	775	467	5,531	2,443	1,451	788
Elk City		12,031	.0063		.0055	104	117	2,761	605	1,750	423	380	2,942	1,242	556	461

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Before using these figures, read foreword, page 11.

OKLAHOMA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Blaine		11,823	.0060	2,980	.0059	77	78	2,627	453	435	435	276	2,448	1,324	1,830	377
Bryan		23,396	.0122	3,295	.0105	73	85	5,457	1,671	2,389	923	1,022	5,098	1,851	2,072	682
Durant		18,282	.0095		.0062	100	153	3,709	649	2,039	893	1,022	5,078	1,397	1,615	469
Caddo		24,778	.0128	3,022	.0127	76	77	6,346	1,092	1,842	667	796	5,398	2,928	3,402	947
Canadian		24,496	.0128	3,450	.0126	88	90	4,808	1,035	1,901	542	757	6,676	2,515	2,599	699
El Reno		15,632	.0081		.0068	103	123	3,483	702	1,636	525	724	3,673	1,827	1,493	583
Carter		54,292	.0282	4,082	.0236	94	112	13,183	3,116	7,162	2,608	3,601	10,178	4,030	6,873	1,628
Ardmore		41,508	.0216		.0167	102	133	9,198	2,214	6,313	2,284	3,217	7,382	2,392	5,704	1,200
Cherokee		9,550	.0049	2,894	.0047	81	64	2,410	374	598	618	361	2,439	553	670	334
Choctaw		9,120	.0048	2,280	.0053	82	58	2,922	663	679	380	343	2,102	771	493	239
Cimarron		3,978	.0020	3,060	.0028	100	71	834	216	411	48	95	643	539	884	254
Cleveland		33,405	.0174	3,122	.0207	92	89	8,354	3,299	2,931	1,988	1,876	5,652	2,756	2,834	1,407
Norman		29,642	.0154		.0176	91	70	7,645	2,368	2,719	1,944	1,770	5,250	2,169	2,114	1,332
Coal		3,465	.0018	2,310	.0021	55	47	938	115	648	37	492	524	393	98	118
Comanche	222	72,863	.0378	3,554	.0390	89	86	14,229	4,645	8,497	4,494	3,936	16,938	4,745	7,193	2,707
△Lawton		67,894	.0353		.0297	93	111	12,720	4,170	8,251	4,494	3,541	16,565	3,948	6,500	2,609
Cotton		5,749	.0030	1,855	.0043	67	47	1,359	295	368	229	179	1,612	367	1,114	134
Craig		14,858	.0077	3,538	.0067	70	80	2,078	986	1,790	579	775	2,519	2,052	2,610	283
Creek		31,768	.0166	2,562	.0184	78	69	8,255	1,627	3,248	966	1,683	8,026	3,545	1,820	1,136
Sapulpa		14,503	.0075		.0071	88	93	3,379	747	1,730	396	874	3,841	1,457	797	591
Custer		23,135	.0120	4,131	.0100	93	112	3,864	1,473	1,913	1,020	1,039	6,177	2,109	3,714	962
Clinton		13,322	.0069		.0055	104	130	2,422	856	1,126	708	847	3,986	1,006	1,571	488
Delaware		8,134	.0026	1,770	.0035	56	42	1,651	287	766	62	32	868	585	161	114
Dewey		4,260	.0022	2,130	.0027	64	52	1,229	151	280	55	109	785	773	526	157
Ellis		4,984	.0026	1,839	.0043	66	52	1,238	183	225	122	118	878	375	636	254
Garfield	201	78,848	.0410	4,990	.0329	109	136	20,544	3,433	9,910	4,648	3,403	11,657	8,599	8,831	2,870
△Enid		70,916	.0368		.0281	115	151	19,092	3,185	9,131	4,556	3,365	10,231	7,620	7,132	2,663
Garvin		26,619	.0138	2,773	.0147	74	70									
Pauls Valley		13,089	.0068		.0047	102	148	6,648	1,520	2,109	1,248	1,146	6,352	2,488	3,153	788
Grady		34,167	.0178	3,635	.0156	86	98	3,199	747	1,204	935	515	3,313	957	1,141	395
Chickasha		27,341	.0142		.0105	105	142	7,453	1,338	3,973	1,882	1,630	8,101	2,587	3,573	1,133
Grant		8,393	.0043	3,357	.0048	92	83	5,502	988	3,327	1,882	1,563	6,943	1,998	2,214	863
								2,003	285	325	83	237	1,157	622	1,523	255
Greer		6,942	.0036	2,670	.0040	75	68									
Harmon		6,773	.0035	3,387	.0039	93	83	1,597	218	556	319	355	1,201	695	1,155	303
Harper		3,724	.0020	2,660	.0026	90	69	1,844	409	670	154	261	1,358	454	638	288
								1,170	203	124	112	96	748	406	440	200
Haskell		5,094	.0026	1,819	.0038	57	39	1,598	123	912	61	64	1,010	415	597	197
Hughes		11,826	.0062	2,571	.0064	68	66	3,217	583	1,180	500	391	3,205	549	1,219	428
See Seminole-Wewoka-Holdenville																
Jackson		25,730	.0133	3,386	.0124	86	92	4,634	1,604	2,352	1,550	1,909	5,111	2,603	3,732	880
Altus		21,911	.0114		.0086	100	133	3,844	1,184	2,205	1,550	1,345	5,002	1,655	3,225	775
Jefferson		8,467	.0044	3,136	.0043	78	80	2,058	599	622	33	257	2,285	635	1,160	310
Johnston		4,553	.0024	1,897	.0031	56	44	1,719	214	236	78	188	660	387	298	163
Kay		57,152	.0297	3,617	.0285	97	101	13,524	2,496	4,845	2,958	3,387	14,072	3,550	6,399	2,242
Ponca City		32,925	.0171		.0159	107	116	7,886	1,196	3,293	2,003	2,077	7,018	2,157	3,472	1,285
Blackwell		14,509	.0075		.0061	98	121	3,455	635	901	684	849	4,317	679	1,785	560
Kingfisher		10,882	.0056	3,401	.0055	86	88	2,274	527	702	151	124	2,766	872	2,196	326
Kiowa		14,399	.0075	3,064	.0077	83	81	3,389	596	1,620	466	496	3,027	1,159	2,508	645
Latimer		2,697	.0014	1,349	.0024	55	32	1,125	136	157	86	47	485	300	95	82
Le Flore		14,584	.0076	1,894	.0096	59	46	4,542	497	2,135	436	465	3,524	1,291	936	491
Lincoln		17,726	.0092	3,056	.0083	75	81	3,513	1,294	1,620	384	507	4,340	2,698	2,041	486
Logan		18,247	.0095	3,093	.0094	83	84	3,713	709	1,732	708	816	4,880	1,741	1,568	684
Guthrie		12,352	.0064		.0057	92	103	2,752	548	1,235	708	635	3,126	1,002	1,145	491
Love		3,633	.0019	2,137	.0022	55	48	1,240	422	151	39	156	598	221	447	124
McClain		8,803	.0045	1,956	.0060	65	48	2,235	508	543	280	567	1,855	1,252	785	261
McCurtain		13,209	.0069	2,359	.0072	58	56	3,813	644	1,702	733	388	2,663	943	854	571
McIntosh		7,574	.0039	2,184	.0044	55	49	1,691	331	813	159	224	1,532	985	1,040	160
Major		5,299	.0028	1,766	.0043	73	47	1,295	228	312	75	154	1,167	667	903	93
Marshall		5,248	.0027	2,761	.0030	79	71	1,285	289	496	351	175	1,137	524	578	221
Mayes		16,616	.0086	3,391	.0074	72	83	3,718	1,199	1,519	428	416	3,538	1,325	2,778	543
Murray		11,768	.0062	3,796	.0052	87	103	2,302	668	617	278	737	3,556	1,393	1,193	276
Muskogee		58,058	.0291	3,504	.0270	84	91	14,498	2,612	8,660	2,564	2,378	9,789	5,200	4,026	2,318
Muskogee		49,710	.0258		.0227	96	109	12,730	2,112	7,790	2,564	2,208	9,507	4,093	2,971	1,964
Noble		10,445	.0054	3,482	.0048	84	95	1,947	563	754	214	227	2,109	1,285	1,753	367
Nowata		8,823	.0046	2,521	.0051	73	66	2,386	538	473	407	357	2,140	759	1,061	247
Okfuskee		8,109	.0042	2,079	.0051	61	50	2,364	388	753	290	249	1,348	470	1,195	160
Oklahoma	102	531,761	.2762	4,156	.2557	108	117	111,849	35,113	69,582	35,623	27,327	105,329	35,763	34,996	21,076
▲Oklahoma City		482,240	.2505		.2044	119	146	97,258	32,420	82,660	33,817	25,727	96,854	31,369	30,876	19,026
Midwest City		14,384	.0075		.0131	82	47	6,001	837	1,333	1,152	674	1,747	332	1,222	1,043

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

Oklahoma City is one of the fastest-growing markets in the U.S.

Oklahoma City was born "on the run" in 1889 — and hasn't stopped its running, growing, spreading in all its brief 68-year history. Planning experts say it is one of the five fastest-growing cities in the nation.

Today it is the center of a 58-county market dominated by the Oklahoman and Times. This market accounts for 68.3% of the state's food sales, 66.2% of its automotive sales, 68.2% of its gasoline sales, 70% of its lumber, building materials and hardware volume, and 67.8% of its drug store sales, according to Sales Management's 1957 Survey of Buying Power.

ARE YOU GETTING YOUR SHARE?

Are your sales keeping pace? Does your advertising match the opportunities in this market? Sell more in Oklahoma through Oklahoma's greatest media in circulation, in prestige and in buying influence.

MORE PEOPLE

Planning specialists predict Oklahoma City will double its population in the next two decades. Population of the Greater Oklahoma City area was 417,000 in 1950, is 520,000 today, and will be at least 600,000 by 1960!

MORE BUILDING

Oklahoma City's rapid expansion sent construction—involving multi-story office buildings, hospitals, schools, industries, federal works, churches and recreation facilities —soaring to $106,219,000 during 1956. New expansion announced in March 1957 includes a $35,000,000 new Western Electric factory.

MORE INCOME

State business continues upward with spendable income up to $3 billion 210 million 878 thousand. General business in 1956 reached a new high of 152.2%, with 1947-49 as a base.

MORE SALES

Oklahoma City led the nation in department store sales gains in 1954, topped that by an increase of 12% to rank third in 1955—and accelerated sales another 4% in 1956 on top of those two record-breaking years!



THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Represented by The Katz Agency
published by the Oklahoma Publishing Company

in this BILLION DOLLAR MARKET

KVOO Radio dominates Oklahoma's No. 1 Market. In the 50 counties surrounding Tulsa which make up Oklahoma's No. 1 Market, more people depend upon KVOO Radio than upon all of the other Tulsa stations combined. KVOO Radio dominates with 52.98% circulation. The next closest station has only 23.38%. (NCS #2 Market Index % Radio)



KVOO-RADIO

50,000 CLEAR CHANNEL BASIC NBC

for 33 years the VOICE of OKLAHOMA . . .

HAROLD C. STUART
EXECUTIVE VICE-PRES.

GUSTAV BRANDBORG
GENERAL MANAGER



KVOO's NEW MILLION DOLLAR HOME

Represented by Edward Petry & Co.

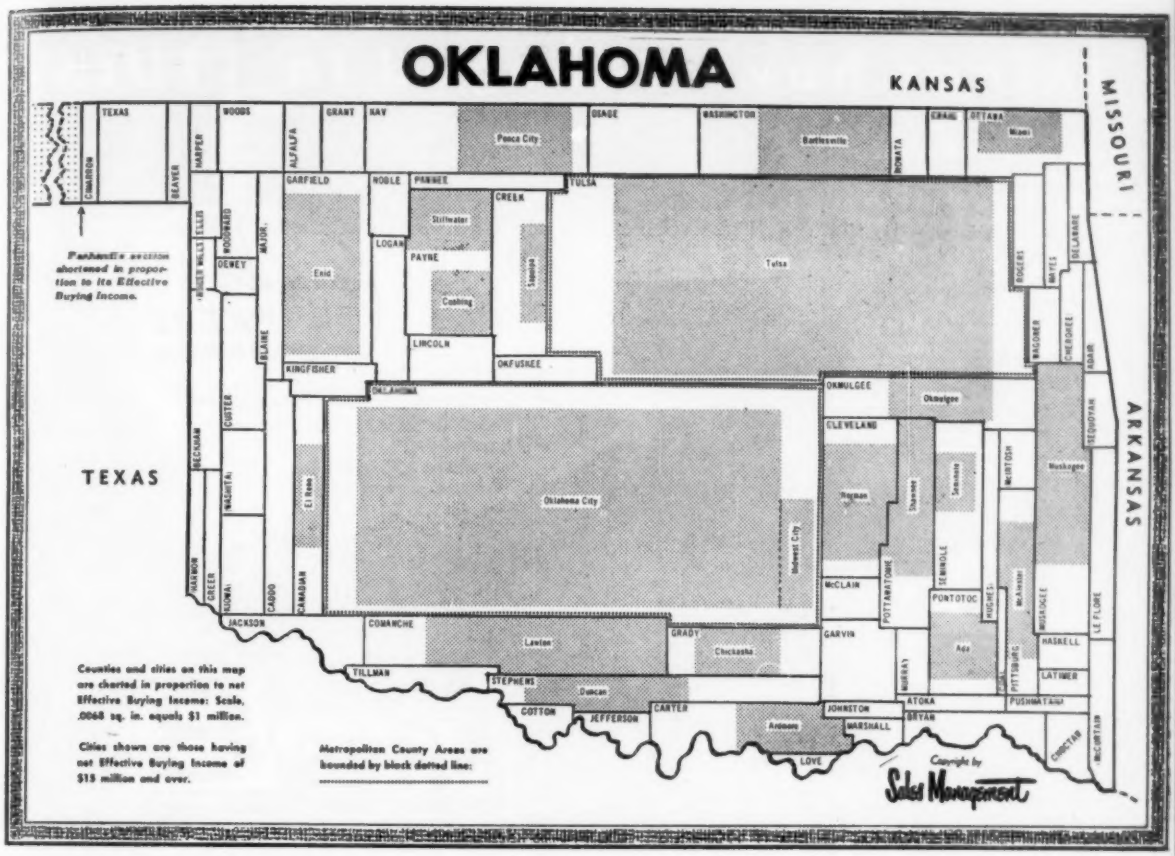
RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

OKLAHOMA COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Okmulgee		31,689	.0165	2,780	.0174	76	72	8,415	1,506	3,486	1,507	1,518	7,728	2,221	2,215	1,040
Okmulgee		19,437	.0101		.0101	56	56	4,558	716	2,566	938	874	5,223	1,058	1,364	508
Osage		38,387	.0199	3,395	.0190	84	88	10,054	2,162	3,433	1,504	1,445	9,692	5,328	1,988	1,440
Ottawa		29,448	.0153	3,346	.0142	65	91	7,840	1,737	2,657	1,523	1,477	6,695	2,129	2,030	991
Miami		22,295	.0116		.0085	112	153	5,046	1,011	2,176	1,451	1,259	6,391	1,015	1,364	655
Pawnee		11,160	.0058	2,722	.0060	75	73	2,429	410	912	206	401	2,896	1,062	1,051	361
Payne		39,965	.0208	3,475	.0223	93	86	10,695	1,808	3,960	2,450	2,073	8,742	3,033	3,817	1,246
Stillwater		23,490	.0122		.0138	97	86	6,364	1,021	2,085	1,887	1,252	5,774	1,342	1,723	749
Cushing		13,038	.0068		.0065	96	100	3,219	470	1,634	563	813	2,872	1,177	1,293	441
Pittsburg		29,852	.0154	3,057	.0144	71	76	8,556	1,488	4,069	1,124	1,209	5,233	2,796	2,753	1,038
McAlester		22 991	.0119		.0098	84	103	6,056	908	3,153	928	1,072	4,433	1,896	2,534	894
Pontotoc		32,110	.0167	3,569	.0153	86	94	7,200	1,236	3,296	2,036	1,507	8,387	2,102	2,639	1,128
Ada		28,295	.0147		.0113	108	140	5,572	1,155	2,797	1,981	1,577	8,098	1,873	2,265	906
Pottawatomie		44,826	.0232	3,281	.0216	90	96	10,061	1,871	7,276	2,693	3,240	7,959	3,402	2,524	1,831
Shawnee		38,231	.0199		.0161	95	118	7,926	1,509	5,857	2,342	2,816	7,959	2,733	2,200	1,488
Pushmataha		8,263	.0027	1,880	.0033	55	45	1,200	148	1,096	115	94	1,487	400	161	194
Roger Mills		3,649	.0019	2,027	.0025	66	50	1,253	84	236	80	...	996	402	461	...
Rogers		18,191	.0079	2,866	.0082	75	72	3,732	918	2,027	385	798	3,537	943	1,474	517
Seminole		28,488	.0137	2,302	.0174	72	57	5,974	1,099	1,869	1,749	1,641	8,393	2,447	1,487	940
Seminole-Wewoka-Holdenville		*30,845*	*.0160*		*.0135*	*91*	*107*	*6,774*	*1,888*	*2,063*	*2,148*	*1,980*	*10,819*	*3,108*	*2,050*	*1,088*
Seminole		15,302	.0079		.0065	93	113	3,298	581	790	917	967	5,556	1,184	996	459
Sequoyah		8,752	.0030	1,370	.0050	50	30	1,488	246	983	177	232	703	1,024	428	337
Stephens		42,859	.0223	3,932	.0199	93	106	10,695	1,850	3,843	2,100	2,427	8,222	3,151	6,504	1,422
Duncan		32,340	.0168		.0130	108	140	7,446	1,236	3,243	1,716	1,920	5,967	2,318	5,706	907
Texas		14,144	.0073	3,929	.0086	113	98	2,825	999	951	563	476	3,463	1,259	2,581	518
Guymon		9,521	.0049		.0047	121	126	1,509	584	701	556	469	2,141	972	1,709	494
Tillman		14,155	.0074	3,077	.0075	82	81	2,706	390	1,027	813	455	4,072	1,276	2,403	513
Tulsa	184	416,524	.2163	4,086	.2107	110	113	78,775	24,648	58,461	32,704	23,427	94,677	27,307	34,897	14,982
▲Tulsa		376,421	.1955		.1752	121	135	69,827	21,213	56,036	31,391	21,970	88 040	23,524	25,842	14,334
Wagoner		16,080	.0063	2,520	.0065	64	62	2,515	350	1,068	245	387	2,443	900	1,601	348

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Before using these figures, read foreword, page 11.



It Takes 2 in *any* Market...but Look at 'em *in* TULSA!



Coverage and **money** are your two most important considerations when buying Oklahoma's No. 1 Market. In this 8th fastest growing city in the U. S., get more coverage and return per advertising dollar with Oklahoma's fastest growing TV station.

KVOO-TV
channel **2**
NBC
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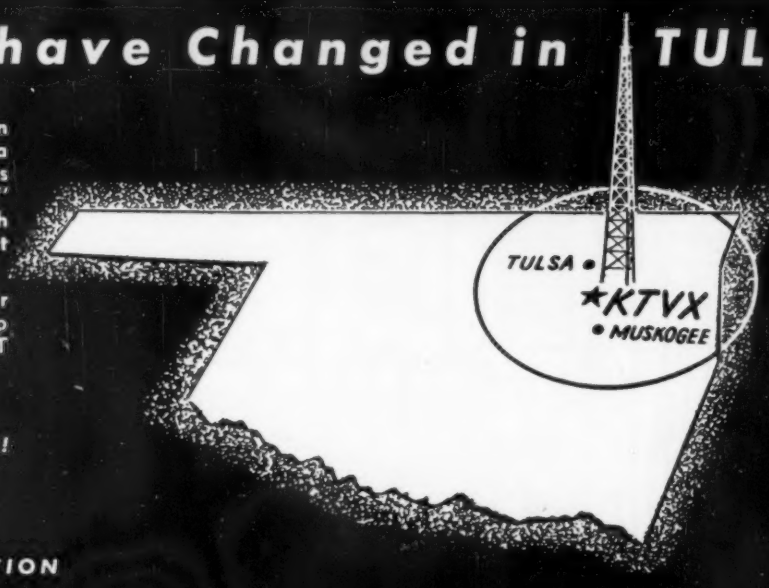
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OKLAHOMA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Washington		44,535	.0231	3,742	.0249	111	103	11,230	2,396	4,070	3,801	2,522	9,563	3,071	3,097	1,809
Bartlesville		37,889	.0197		.0202	125	122	7,428	1,953	3,828	3,366	2,146	9,384	2,414	2,729	1,513
Washita		10,408	.0054	2,263	.0068	75	59	2,384	302	531	476	373	2,037	1,290	1,376	260
Woods		13,421	.0070	3,441	.0073	96	92	2,449	829	1,180	560	662	2,936	1,131	1,643	536
Alva		9,669	.0050		.0045	107	119	1,650	654	939	560	600	2,387	623	1,309	217
Woodward		11,851	.0060	3,531	.0058	84	87	2,081	620	973	639	472	2,867	1,348	1,135	444

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Before using these figures, read foreword, page 11.

NIELSEN Market Coverage and Circulation

for KWTV OKLAHOMA CITY

NCS No. 2, Spring, 1956

- 50 thru 100%
- 25 thru 49%
- 10 thru 24%

Homes Reached Daytime and Nighttime Weekly*

*Except cluster of Greer, Harmon and Jackson Counties, showing 24% nighttime weekly.



CBS

Oklahoma's No. 1 Television Station

KWTV OKLAHOMA CITY

EDGAR T. BELL, *Executive Vice President*
FRED L. VANCE, *Sales Manager*
Represented by AVERY-KNODEL, INC.

OKLAHOMA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Woodward		8,587	.0045		.0038	100	118	1,332	489	931	639	439	1,829	527	1,005	380
Total Above Cities		1,609,696	.8360		.7189	109	127	338,657	89,663	225,379	110,753	89,507	332,831	109,956	127,462	60,772
State Total		2,342,040	1.2168	3.460	1.1978	90	91	524,051	131,333	288,195	131,607	114,483	504,721	187,920	216,540	85,247
METRO. AREAS		RETAIL SALES — SM ESTIMATES, 1956														
△Enid	201	78,646	.0410	4,990	.0329	109	136	20,544	3,433	9,910	4,648	3,403	11,657	8,599	8,831	2,870
△Lawton	222	72,863	.0378	3,554	.0390	89	86	14,229	4,648	8,497	4,494	3,936	16,936	4,748	7,193	2,707
Oklahoma City	162	531,761	.2762	4,158	.2557	108	117	111,849	35,113	88,562	35,623	27,327	105,329	35,763	34,996	21,067
Tulsa	154	416,524	.2163	4,056	.2107	110	113	76,775	24,646	58,461	32,704	23,427	94,677	27,307	34,897	14,982
Total Above Areas		1,099,994	.5713	4,121	.5383	107	114	225,397	67,840	165,450	77,469	58,093	228,601	76,414	85,917	41,626

OREGON — (Other Pacific States: California, Washington.)

Map, page 608

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Albany	Linn	12.8	232	38	42	13	13	17	15	24	21	7
Astoria	Clatsop	13.9	225	30	48	13	19	15	12	24	16	5
Baker	Baker	10.3	158	30	29	8	13	5	14	21	12	3
Bend	Deschutes	12.1	199	48	28	18	9	13	12	26	19	6
Coos Bay	Coos	7.3	178	35	36	7	14	7	16	19	6	6
Corvallis	Benton	18.5	204	32	33	12	21	10	12	30	19	6
Eugene	Lane	45.1	702	136	103	47	48	38	53	87	49	15
Grants Pass	Josephine	9.7	225	33	41	14	13	17	19	31	16	7
Gresham	Multnomah	3.8	140	20	18	29	9	9	9	16	10	4
Hillsboro	Washington	6.8	119	18	15	8	5	7	15	12	16	5
Klamath Falls	Klamath	18.4	389	65	70	29	32	19	26	40	19	8
La Grande	Union	9.1	179	34	34	9	13	15	9	23	7	5
Lebanon	Linn	6.6	156	24	22	14	10	12	12	15	10	4
McMinnville	Yamhill	7.0	154	29	22	8	10	9	15	18	14	7
Medford	Jackson	20.2	385	56	53	44	29	19	31	40	27	13
Ontario	Malheur	4.8	117	11	21	6	11	6	11	11	13	4
Oregon City	Clackamas	8.5	182	28	29	13	15	10	13	28	13	7
Pendleton	Umatilla	14.6	215	25	38	8	19	15	16	30	13	6
Portland	Multnomah	408.1	5,308	1,020	1171	499	304	275	271	603	253	169
Redmond	Deschutes	3.6	86	8	14	5	5	6	10	11	13	3
Roseburg	Douglas	12.7	273	40	34	31	24	23	27	32	16	6
Salem	Marion	45.9	732	118	135	56	58	39	49	81	35	20
Springfield	Lane	13.4	179	43	21	15	20	9	6	18	13	5
The Dalles	Wasco	10.7	181	25	29	10	11	11	15	19	15	8
Tillamook	Tillamook	4.4	113	12	13	12	11	7	12	14	11	4

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Baker		15.3	.0091	5.1	10.3	21,274	.0075	1,390	4,171	5.3	4,048	35.3	12.6	25.4	20.4	28.1	34.9	7.1	13.9	4.1	18.2
Baker		10.3	.0061	3.4		15,977	.0056	1,551	4,699	3.6	4,380	32.5	10.7	24.8	18.6	31.0	35.6	7.5	13.5	4.2	21.6
Benton		36.2	.0214	10.3	18.5	58,478	.0206	1,615	5,677	15.4	3,791	41.8	15.9	23.4	20.2	24.4	32.3	6.7	14.1	3.7	17.5
Corvallis		18.5	.0110	4.8		36,650	.0129	1,981	7,635	9.9	3,704	47.4	18.5	21.3	18.8	21.6	29.4	6.3	13.4	3.4	19.9
Clackamas	111	99.8	.0591	32.1	41.0	142,871	.0503	1,432	4,451	32.2	4,438	29.1	9.5	23.4	17.2	33.9	38.4	9.0	16.1	4.6	18.8
Oregon City		8.5	.0050	2.8		13,883	.0049	1,633	4,958	3.1	4,440	28.3	9.2	22.0	16.2	37.2	42.1	9.2	16.4	3.3	16.1
Clatsop		31.4	.0186	10.5	17.4	53,940	.0191	1,718	5,137	12.5	4,322	29.9	10.0	22.8	17.3	33.8	39.3	9.6	17.6	3.9	15.8
Astoria		13.9	.0082	4.9		28,019	.0099	2,016	5,718	5.7	4,875	25.1	7.4	21.8	14.6	37.1	38.3	11.4	18.5	4.6	21.2
Columbia		21.9	.0130	7.0	4.6	29,301	.0103	1,338	4,186	7.0	4,186	28.4	9.8	24.4	19.0	36.0	43.2	8.2	15.5	3.0	12.5
Coos		59.7	.0354	19.9	21.5	102,668	.0362	1,720	5,159	20.9	4,902	22.6	6.7	21.6	14.3	38.9	39.9	11.4	18.4	5.5	20.7
Coos Bay-North Bend		*14.9*	*.0088*	*4.9*		*31,611*	*.0111*	*2,199*	*6,451*												
Coos Bay		7.3	.0043	2.4		17,734	.0062	2,429	7,389	2.9	6,128	17.7	4.2	20.2	10.8	40.0	32.8	13.1	16.9	9.0	35.5

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Retail sales ..... UP $ 5,250,000
Food sales ..... UP $ 1,924,000
(1957 Sales Management Survey of Buying Power)

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LANE COUNTY'S HOME NEWSPAPER
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OREGON COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (theus.)	Income per C. S. U.	$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
												% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
Crook		9.1	.0053	2.5	3.4	15,581	.0054	1,712	6,232	2.8	5,849	18.9	4.8	18.4	10.7	40.7	36.2	13.2	18.5	8.8	29.8
Curry		14.5	.0086	5.1		20,596	.0073	1,420	4,038	5.2	3,964	39.9	14.6	23.8	19.4	26.5	33.7	5.0	10.0	4.8	22.3
Deschutes		20.0	.0119	6.5	15.7	31,364	.0111	1,568	4,825	6.5	4,793	22.6	6.8	22.8	16.4	39.1	41.0	10.8	17.9	5.0	18.9
Bend		12.1	.0072	3.9		20,967	.0074	1,733	5,376	4.1	5,096	21.9	6.2	21.1	13.6	40.6	40.0	11.3	17.5	5.1	22.7
Redmond		3.6	.0021	1.1		6,933	.0024	1,926	6,303	1.3	5,498	19.4	5.1	22.5	13.4	39.6	36.2	11.8	17.0	6.7	28.3
Douglas		76.3	.0452	23.3	12.7	113,031	.0396	1,481	4,851	24.4	4,635	23.9	7.4	25.0	17.7	36.8	39.9	9.5	16.3	4.8	18.7
Roseburg		12.7	.0075	3.8		26,596	.0094	2,094	6,999	4.9	5,431	22.0	5.9	23.3	13.9	37.0	34.3	10.7	15.6	7.0	30.3
Gilliam		3.3	.0019	1.2		7,048	.0025	2,136	5,873	1.2	5,820	23.5	7.1	25.0	14.1	23.8	20.5	9.5	12.9	13.2	45.4
Grant		9.5	.0057	2.8		17,398	.0061	1,831	6,214	3.4	5,058	25.1	7.2	23.0	14.9	32.6	32.3	12.2	19.0	7.2	26.6
Harney		7.1	.0042	2.2	3.7	12,246	.0043	1,725	5,566	2.6	4,633	29.5	9.2	20.7	14.5	32.5	35.3	12.2	20.9	5.1	20.1
Hood River		13.9	.0082	4.2	4.1	19,468	.0069	1,401	4,635	4.4	4,452	26.1	8.5	26.7	19.6	34.5	39.0	8.1	14.4	4.6	18.5
Jackson		68.7	.0407	22.4	30.3	103,066	.0363	1,500	4,601	23.1	4,471	28.4	9.5	23.6	17.2	33.1	37.2	9.0	18.0	4.9	20.1
Medford		20.2	.0120	7.0		37,579	.0132	1,860	5,368	7.2	5,204	25.1	7.0	21.7	13.5	36.0	34.8	10.9	16.6	6.3	28.1
Jefferson		6.8	.0040	2.0		10,627	.0037	1,563	5,314	2.2	4,828	26.4	7.9	25.3	17.2	32.3	33.6	9.2	15.1	6.8	26.2
Josephine		31.2	.0185	10.8	9.7	41,873	.0148	1,342	3,998	10.5	3,974	36.4	13.2	24.9	20.4	27.9	35.4	7.0	14.0	3.8	17.0
Grants Pass		9.7	.0057	3.6		16,040	.0057	1,654	4,456	3.7	4,383	35.1	11.6	21.6	16.0	30.7	35.3	8.3	15.0	4.3	22.1
Klamath		44.4	.0263	14.0	28.1	77,129	.0272	1,737	5,509	15.5	4,968	22.6	6.6	23.5	15.5	36.2	36.7	11.5	18.3	6.2	22.9
Klamath Falls		18.4	.0109	6.1		40,553	.0143	2,204	6,648	7.4	5,508	22.0	5.8	21.5	12.7	37.1	33.9	12.4	17.8	7.0	29.8
Lake		7.0	.0042	2.2	3.0	12,028	.0042	1,718	5,466	2.4	5,115	22.4	6.3	25.3	16.1	32.1	31.8	13.2	20.5	7.0	25.5
Lane	202	157.4	.0932	49.4	63.0	258,041	.0913	1,646	5,244	54.7	4,732	26.4	8.1	21.8	15.0	36.3	38.5	9.9	16.6	5.6	21.8
Eugene-Springfield		*58.6*	*.0346*	*18.9*		*119,189*	*.0421*	*2,045*	*6,368*												
△Eugene		45.1	.0267	14.2		97,859	.0345	2,170	6,891	19.7	4,969	31.5	9.2	20.7	13.6	31.6	31.9	9.9	15.7	6.3	29.6
Springfield		13.4	.0079	4.0		21,670	.0076	1,617	5,418	4.2	5,214	19.6	5.4	20.2	12.7	44.1	42.5	10.9	16.5	5.2	22.9
Lincoln		24.5	.0145	8.4	3.8	33,600	.0118	1,371	4,000	8.7	3,884	35.9	13.4	27.1	22.8	27.1	35.1	6.4	13.0	3.5	15.7
Linn		63.0	.0373	19.3	21.7	88,408	.0312	1,403	4,581	19.3	4,580	25.1	7.9	24.1	17.2	36.8	40.3	9.2	15.8	4.8	18.8
Albany		12.8	.0076	4.2		23,250	.0082	1,816	5,536	4.7	4,942	22.7	6.6	24.5	16.3	37.7	38.4	10.2	16.3	4.9	22.5
Lebanon		6.6	.0039	1.9		10,173	.0036	1,541	5,354	2.0	4,994	25.8	7.5	19.2	12.6	38.4	38.6	11.5	18.3	5.1	23.0
Malheur		23.4	.0139	6.6	6.8	28,397	.0100	1,214	4,303	6.7	4,214	30.8	10.6	30.2	23.3	27.8	33.2	6.4	12.1	4.8	20.8
Ontario		4.8	.0028	1.3		8,670	.0031	1,806	6,669	1.7	5,232	24.9	6.9	26.3	16.4	32.4	31.1	9.4	14.2	7.0	31.4
Marion	252	107.8	.0639	32.6	50.7	149,924	.0528	1,391	4,599	34.4	4,359	30.8	10.2	24.7	18.5	31.4	36.2	8.3	15.1	4.8	20.0
1△Salem		48.9	.0272	14.4		79,445	.0280	1,731	5,517	16.4	4,834	29.1	8.7	22.8	15.3	33.3	34.5	9.5	15.6	5.4	25.9
Morrow		5.0	.0029	1.4		9,273	.0033	1,856	6,624	1.7	5,360	27.3	7.4	25.3	15.4	26.8	25.1	10.5	15.5	10.1	36.6
Multnomah	111	542.0	.3211	187.8	461.2	980,186	.3489	1,827	5,273	207.7	4,768	27.3	8.3	21.1	14.4	35.1	37.0	10.7	17.8	5.8	22.5
▲Portland		406.1	.2418	142.6		823,775	.2903	2,019	5,777	163.0	5,055	27.6	7.9	21.1	13.6	34.8	34.4	10.8	17.0	5.9	27.1
Gresham		3.6	.0021	1.3		5,581	.0020	1,550	4,651	1.3	4,754	22.4	6.8	28.1	19.3	36.0	38.1	9.3	15.3	4.3	20.5
Polk	252	22.8	.0133	7.0	6.8	31,474	.0111	1,399	4,496	7.3	4,338	29.3	9.7	25.1	19.0	32.7	37.9	8.8	15.7	4.3	17.7
1△Salem																					
Sherman		2.2	.0013	.7		5,339	.0019	2,427	7,627	.8	6,665	19.0	4.1	21.6	10.7	32.0	24.1	11.9	14.1	15.5	47.0
Tillamook		21.0	.0125	6.7	4.4	31,708	.0111	1,510	4,733	6.9	4,573	24.4	7.7	25.4	18.2	36.5	40.1	9.0	15.5	4.7	18.5
Tillamook		4.4	.0026	1.3		8,035	.0028	1,826	6,181	1.5	5,238	23.8	6.3	25.9	16.0	34.0	32.7	11.0	16.6	6.4	38.4
Umatilla		44.1	.0261	13.9	16.8	60,417	.0241	1,551	4,922	14.3	4,795	24.3	7.3	24.6	16.7	35.7	37.5	9.5	15.7	5.9	22.8
Pendleton		14.6	.0066	4.3		25,047	.0088	1,716	5,825	4.7	5,373	22.4	6.0	23.3	14.1	37.3	34.8	10.2	15.1	6.9	30.0
Union		18.0	.0107	5.9	9.1	24,945	.0088	1,386	4,228	6.2	4,035	32.5	11.7	24.7	19.8	32.1	40.0	7.6	15.0	3.1	13.5
La Grande		9.1	.0054	3.0		14,238	.0050	1,565	4,746	3.3	4,258	32.1	10.9	21.7	16.6	34.5	40.8	8.6	16.0	3.1	15.7

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

△ Salem is in Marion and Polk Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.

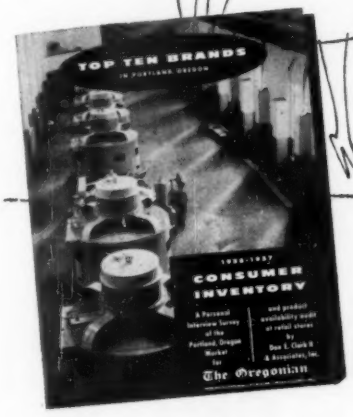
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FOURTH ANNUAL CONSUMER INVENTORY

OF PORTLAND'S

TOP TEN BRANDS

and STORE DISTRIBUTION CHECK

A personal interview survey prepared by Dan E. Clark II & Associates, Inc.

CHECK THESE SURVEYED SALES FACTS:

1. Product usage in the permanent Portland home market.
2. Brand acceptance—yours and your competitor's.
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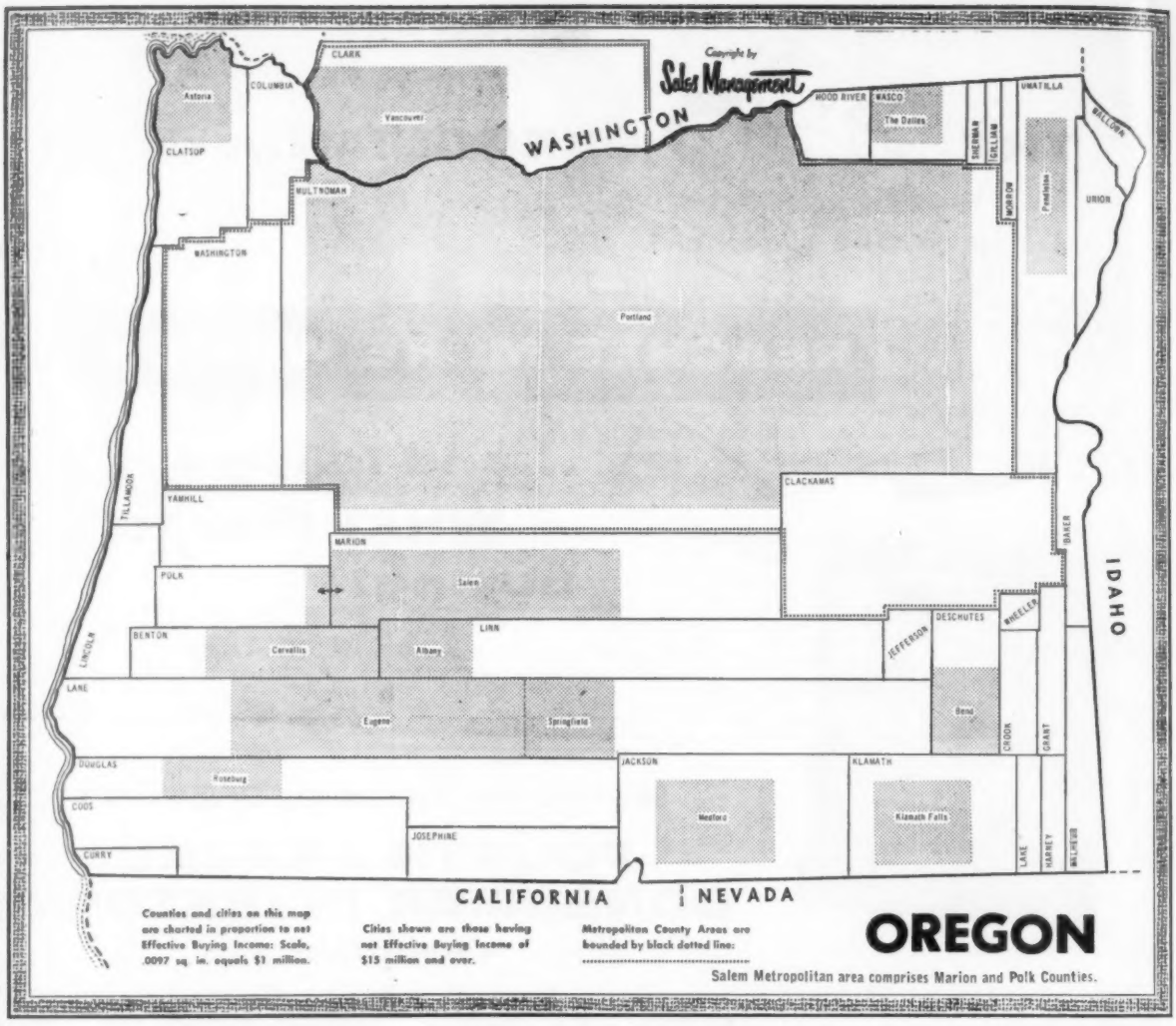
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PORTLAND, OREGON

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Leads 2nd Paper
by **49,361**

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by **94,843**



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

OREGON COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Wallowa		6.5	.0038	2.1		9,648	.0034	1,484	4,594	2.2	4,479	31.0	10.0	26.1	18.9	28.9	32.5	8.2	14.5	5.8	24.1
Wasco		28.4	.0168	9.6	10.7	44,505	.0157	1,567	4,636	9.8	4,548	29.9	9.5	24.8	17.8	30.7	33.9	8.9	15.5	5.7	23.3
The Dalles		10.7	.0063	3.6		19,105	.0067	1,786	5,307	3.8	5,082	26.9	7.7	24.4	15.6	32.8	32.4	9.5	14.8	6.4	29.5
Washington	111	79.3	.0470	25.2	24.1	122,314	.0431	1,542	4,854	26.2	4,677	27.7	8.6	22.8	15.9	34.0	36.6	9.8	16.6	5.7	22.3
Hillsboro		6.8	.0040	2.5		11,632	.0041	1,711	4,653	2.5	4,715	29.1	8.9	23.2	16.1	33.9	36.1	8.8	14.8	5.0	24.1
Wheeler		3.2	.0019	1.1		5,269	.0019	1,647	4,790	1.2	4,443	26.9	8.6	27.2	19.9	33.7	38.2	7.8	14.0	4.7	19.3
Yamhill		30.6	.0181	9.7	9.2	39,490	.0139	1,291	4,071	10.1	3,907	36.5	13.5	23.9	20.0	29.6	38.0	6.7	13.6	3.3	14.9
McMinnville		7.0	.0041	2.2		12,929	.0046	1,847	5,877	2.9	4,494	35.8	11.5	20.5	14.8	30.7	34.4	8.1	14.3	4.9	25.0
Total Above Cities		728.1	.4310	244.5		1,422,340	.5012	1,953	5,817	285.3	4,985	28.0	8.1	21.5	14.1	34.3	34.6	10.4	16.5	5.8	26.7
State Total		1,755.0	1.0396	571.2	912.3	2,831,923	.9979	1,614	4,958	618.5	4,601	28.1	8.8	22.8	16.2	34.1	37.3	9.7	16.7	5.3	21.0

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Eugene	202	157.4	.0932	49.4	63.0	259,041	.0913	1,646	5,244
Portland	111	811.9	.4810	273.9	578.0	1,400,043	.4932	1,724	5,112

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Salem	252	130.3	.0772	39.6	57.5	181,398	.0639	1,392	4,581
Total Above Areas		1,099.6	.6514	362.9	698.5	1,840,482	.6484	1,674	5,072

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Before using these figures, read foreword, page 11.

KOIN-TV

"HIGH MAN on the TOTEM POLE"

in the Portland, Oregon Market



Any way you measure the market, KOIN-TV offers you Portland's single strongest advertising buy. Absolutely no other television station . . . in fact no other medium in the area can guarantee you so many families every week the year around.

TOP RATINGS—

KOIN-TV averages 80% of the top shows, weekly and multiweekly . . . leads in 70% of the weekly quarter-hours . . . delivers a share-of-audience virtually as great as all the other stations combined. Figures are based on 1956-57 ARB. But check the latest Portland ARB report.

TOP COVERAGE—

KOIN-TV alone reaches the full Portland trading area . . . 30 prosperous counties of Oregon and Southern Washington. Independent engineers testify to the superior KOIN-TV coverage. Demand the actual proof from your CBS Television Spot Sales office.

TOP VALUE IN THE PORTLAND, OREGON MARKET

- ☆ **385,550** Television Families of Oregon and Washington with
- ☆ **$2,904,880,000** in Net Effective Buying Income who spent
- ☆ **$2,055,191,000** in Retail Sales during 1956 are
- ☆ YOURS ONLY WITH **KOIN-TV**

(1957 Survey of Buying Power, 1957 ARF Regional Census)



THE BIG MR. SIX IN THE WEST

KOIN-TV

CHANNEL 6

PORTLAND, OREGON

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES



Roseburg, Oregon

BUTTONS ARE POPPING

IN OREGON'S NEWEST MAJOR MARKET AND SO IS EVERY MARKET RECORD

Population, Sales Per Family, Effective Buying Income plus other records ARE ZOOMING to new peaks in Oregon's 5th Market.

COMPARE YOUR OREGON MARKETS THEN SCHEDULE

The News-Review

Only media giving economical effective coverage in this new Oregon Market.

RETAIL SALES — SM ESTIMATES, 1956

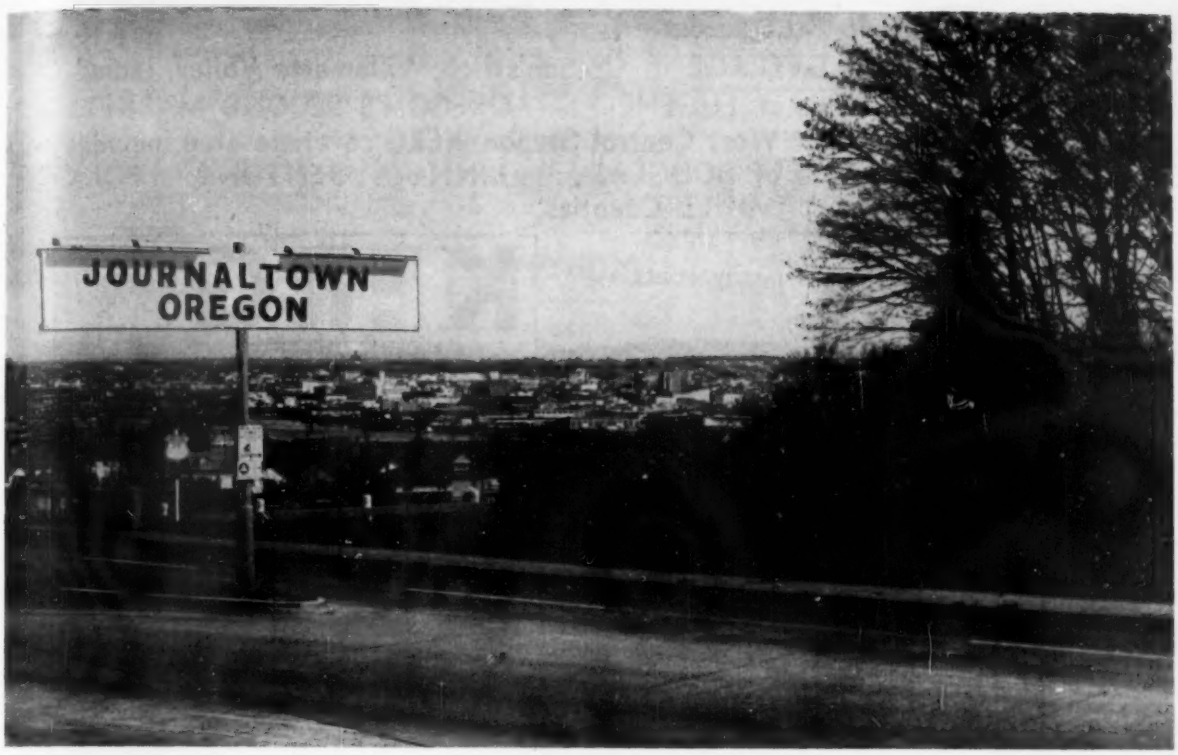
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

OREGON COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Baker		18,554	.0097	3,638	.0085	93	107	3,624	1,531	1,880	929	578	4,712	1,708	838	719
Baker		15,635	.0081		.0065	107	133	3,314	966	1,188	895	533	4,712	1,229	800	633
Benton		30,059	.0156	2,918	.0193	90	73	7,099	1,775	2,576	1,272	1,342	5,794	3,285	3,003	800
Corvallis		25,657	.0133		.0126	115	121	5,779	1,290	2,121	1,272	1,229	5,677	2,269	2,575	727
Clackamas	111	70,060	.0364	2,183	.0478	81	62	18,112	4,842	4,233	2,007	2,587	16,674	6,426	6,389	2,418
Oregon City		24,335	.0126		.0072	144	252	5,106	913	1,675	1,319	1,433	8,462	1,500	1,278	917
Clatsop		33,068	.0172	3,149	.0185	99	92	8,330	3,449	2,256	1,867	1,885	5,419	2,251	2,438	788
Astoria		21,589	.0112		.0100	122	137	4,285	1,956	1,511	1,425	1,128	4,530	1,133	1,808	438
Columbia		18,268	.0095	2,810	.0106	82	73	4,847	1,203	2,083	358	781	3,240	2,107	1,504	638
Coos		65,345	.0339	3,284	.0383	100	96	17,564	4,436	5,279	2,426	2,348	14,745	5,281	3,895	2,429
Coos Bay-North Bend		*38,497*	*.0200*		*.0135*	*161*	*227*	*10,445*	*2,168*	*3,748*	*1,480*	*1,966*	*8,478*	*3,084*	*2,258*	*1,434*
Coos Bay		31,309	.0163		.0089	207	279	8,287	1,497	3,559	1,001	1,070	8,083	2,006	1,867	1,235
Crook		12,489	.0065	4,999	.0057	108	123	2,892	481	894	561	240	4,395	1,166	845	418
Curry		11,684	.0061	2,291	.0072	84	71	3,650	1,158	1,283	116	205	1 804	1,903	853	319
Deschutes		29,179	.0151	4,489	.0125	105	127	6,703	2,201	2,235	1,389	1,024	6,541	3 188	2,881	1,112
Bend		19,133	.0099		.0081	113	138	4,558	1,285	1,669	867	861	4,517	2,047	1,318	781
Redmond		8,174	.0042		.0029	138	200	1,694	557	388	492	163	1,832	539	1,563	331
Douglas		81,220	.0422	3,486	.0416	92	93	24,199	5,166	7,192	3,372	3,212	15,883	8,147	6,219	1,573
Roseburg		40,255	.0209		.0125	167	279	7,208	1,860	5,346	2,136	2,183	11,173	2,748	3,084	676
Gilliam		5,603	.0029	4,669	.0025	132	153	724	317	174	140	88	1,291	586	2,030	178
Grant		9,115	.0048	3,255	.0056	98	84	2,085	767	961	343	239	2,985	429	888	342
Harney		9,747	.0050	4,430	.0048	107	119	1,927	713	837	163	171	2,827	1,404	1,184	201
Hood River		18,953	.0098	4,036	.0077	94	107	4,383	1,024	1,599	712	773	2,084	1,419	1,784	397
Jackson		85,914	.0447	3,835	.0397	98	110	19,877	4,808	8,886	2,739	4,028	17,241	6,344	9,799	2,096
Medford		54,677	.0284		.0175	146	237	9,635	2,245	7,498	2,438	2,964	13,959	3,163	3,715	1,684
Jefferson		9,438	.0049	4,719	.0042	105	123	1,926	823	426	257	83	2,294	732	1,489	191
Josephine		38,125	.0198	3,631	.0170	92	107	8,679	2,348	3,374	858	1,509	7,791	3,610	4,313	1,213
Grants Pass		28,952	.0150		.0085	149	203	5,605	1,433	2,993	789	1,400	6,703	1,963	3,597	1,024
Klamath		61,970	.0322	4,428	.0295	108	122	13,697	4,823	8,893	3,981	2,074	11,347	5,898	5,799	1,386
Klamath Falls		48,867	.0254		.0170	156	233	9,666	3,117	5,650	3,592	2,074	11,130	3,281	4,127	1,035
Lake		9,772	.0050	4,442	.0045	107	119	2,631	722	675	240	304	2,441	727	1,217	457
Lane	202	182,523	.0949	3,695	.0927	99	102	46,773	9,949	19,238	9,089	10,333	33,176	16,077	13,407	4,406
Eugene-Springfield		*107,883*	*.0664*		*.0479*	*138*	*199*	*27,158*	*6,887*	*16,084*	*8,140*	*8,681*	*23,617*	*9,146*	*7,748*	*3,568*
△Eugene		108,631	.0564		.0393	148	211	31,299	5,365	15,361	7,177	7,675	21,342	7,224	6,068	2,812
Springfield		19,192	.0100		.0084	106	127	5,859	923	1,323	909	906	2,275	1,922	1,690	740
Lincoln		28,408	.0147	3,382	.0132	91	101	8,089	2,937	885	822	856	4,997	8,718	1,852	807
Linn		59,064	.0307	3,060	.0323	87	82	13,828	3,389	4,229	2,022	3,996	11,832	5,323	6,819	1,892
Albany		27,258	.0142		.0099	130	167	5,139	1,480	2,259	1,043	2,668	6,275	1,755	2,309	915
Lebanon		15,252	.0079		.0050	128	203	3,535	670	1,147	675	825	3,730	1,027	1,105	533
Malheur		29,747	.0155	4,507	.0124	99	112	4,961	1,703	2,937	748	2,580	5,085	2,290	4,847	789
Ontario		13,614	.0071		.0042	150	254	2,406	838	934	530	1,952	2,716	838	1,980	426
Marion	252	129,345	.0668	3,937	.0582	93	104	24,340	7,248	14,343	6,894	6,819	24,845	12,082	12,089	4,849
1△Salem		95,004	.0494		.0343	126	152	15,884	5,055	12,737	6,338	5,491	21,149	8,356	5,946	3,959
Morrow		6,419	.0034	4,585	.0032	110	117	1,447	535	134	228	58	1,377	714	1,807	109
Multnomah	111	791,231	.4110	4,213	.3620	113	128	182,722	60,288	157,742	43,782	37,067	127,530	44,378	38,869	18,797
2△Portland		735,697	.3823		.3082	127	158	163,356	56,819	154,538	43,745	35,140	120,285	39,974	30,923	16,591
Gresham		18,950	.0098		.0044	210	467	4,306	366	2,237	882	479	6,044	730	1,952	559
Polk	252	18,984	.0099	2,709	.0112	84	74	5,272	1,257	1,903	294	1,439	2,982	2,329	2,104	1,281
1▲Salem																
Sherman		3,670	.0019	5,254	.0017	121	148	734	999	121	...	...	348	540	939	...

1 Salem is in Marion and Polk counties.
2 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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You must sell 'JOURNALTOWN' to capture the Oregon market!

"Journaltown", U.S.A. is the key to your sales in the wealthy, ready-to-buy Oregon market. What is "Journaltown"? It's a big (half a million strong), growing billion-dollar market of Oregon Journal subscribers – a "city" larger in population than Minneapolis or Cincinnati. Last year "Journaltown's" families spent over $158,000,000 for food, $142,000,000 for automobiles plus many millions for merchandise of every description. Capture this fabulous market with the Oregon Journal – the ONLY advertising medium reaching ALL of these people ALL of the time!

Write for your FREE copy of the Oregon Journal's annual CONSUMER ANALYSIS-'57

Get the true, scientific picture of brand preference for your products in the billion-and-a-quarter dollar Portland market. Address your requests to: National Advertising Dept., Oregon Journal, or O'Mara & Ormsbee.



You can't sell Portland without . . .

The OREGON JOURNAL

EVENING and SUNDAY—Home-owned • Published in the Interest of the Northwest Country and its People.



Represented Nationally by O'Mara & Ormsbee, Inc. Offices in New York, Chicago, Detroit, San Francisco, Los Angeles; F. A. Bartlett in Seattle, Wash.

Contact KERG or WEED & CO. about—

SEVEN COUNTY COVERAGE in Oregon's rich Willamette Valley, including primary saturation of EUGENE . . . . OREGON'S SECOND MARKET* and Trading Center for West Central Oregon. KERG coverage area includes all of LANE and parts of DOUGLAS . . . . LINN . . . . BENTON . . . . POLK . . . . MARION and YAMHILL Counties.

this rich heart of Oregon is easily yours with KERG radio advertising.

*SM 1957

KERG CBS 5000 WATTS
EUGENE, OREGON

OREGON — COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Apol. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg.-Hdwre. ($000)	Drugs ($000)
Tillamook		21,288	.0111	3,177	.0114	91	89	4,838	1,493	1,635	681	746	3,089	2,127	1,744	699
Tillamook		14,377	.0075		.0042	162	288	2,547	593	1,270	611	592	3,768	1,045	958	466
Umatilla		67,242	.0349	4,838	.0278	107	134	13,494	4,620	3,521	2,325	2,396	12,527	5,148	10,434	1,733
Pendleton		36,048	.0187		.0117	138	217	5,341	2,200	2,238	1,509	1,372	6,960	2,095	7,761	687
Union		19,619	.0102	3,325	.0096	90	95	4,828	1,375	1,390	1,263	1,412	3,494	2,378	1,612	891
La Grande		15,526	.0081		.0060	111	150	3,378	986	1,260	1,193	1,308	3,323	1,460	660	783
Wallowa		8,880	.0046	4,229	.0038	100	121	1,804	546	680	328	241	1,861	838	847	483
Wasco		34,140	.0178	3,556	.0188	99	108	8,356	2,832	3,223	943	1,505	8,825	2,309	3,620	1,261
The Dalles		30,546	.0159		.0094	149	252	5,864	2,196	2,559	904	1,410	8,692	1,828	2,870	1,167
Washington	111	67,989	.0353	2,698	.0415	88	75	19,206	2,733	3,721	1,390	2,608	15,099	5,351	8,047	1,913
Hillsboro		20,587	.0107		.0061	153	268	3,972	544	1,074	624	729	6,423	892	2,083	641
Wheeler		1,331	.0007	1,210	.0015	70	37	326	103	31	18	...	390	277	104	82
Yamhill		34,778	.0180	3,585	.0160	88	99	7,696	1,791	2,696	968	1,271	8,281	3,042	3,120	1,134
McMinnville		15,908	.0083		.0056	137	202	3,176	577	1,458	656	683	4,638	1,064	1,623	458
Total Above Cities		1,455,173	.7715		.5686	132	179	311,198	95,727	233,896	82,372	76,137	298,388	91,837	92,949	40,128
State Total		2,120,233	1.1014	3,712	1.0373	100	106	499,780	146,067	270,966	95,400	97,014	394,884	167,337	166,065	58,383

METRO. AREAS

RETAIL SALES — SM ESTIMATES, 1956

△Eugene	202	182,523	.0949	3,695	.0927	99	102	46,773	9,949	19,238	9,059	10,333	33,176	16,077	13,407	4,406
Portland	111	1,013,648	.5265	3,701	.5007	104	109	242,010	73,167	172,679	50,137	47,888	174,162	63,412	57,849	26,305
△Salem	252	147,309	.0764	3,720	.0704	91	98	29,612	8,805	15,948	7,158	8,258	27,307	14,421	14,192	5,530
Total Above Areas		1,343,478	.6978	3,702	.6638	102	107	318,395	91,921	207,763	66,354	66,479	234,645	93,910	85,448	36,241

PENNSYLVANIA — (Other Middle Atlantic States: New Jersey, New York.)

Map, page 624

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Abington Township	Montgomery	41.5	*	*	*	*	*	*	*	*	*	*
Aliquippa	Beaver	28.7	319	78	81	24	24	14	13	32	8	9
Allentown	Lehigh	112.8	1,534	363	283	174	134	88	64	128	44	49
Altoona	Blair	76.3	821	264	134	72	56	39	32	80	28	24
Ambridge	Beaver	16.4	309	74	80	8	36	20	21	15	14	11
Arnold	Westmoreland	10.0	111	48	20	3	1	5	6	6	5	2
Beaver	Beaver	7.7	83	17	8	4	8	9	7	11	5	3
Beaver Falls	Beaver	20.1	302	68	42	17	34	25	20	21	27	9
Bedford	Bedford	3.8	111	17	14	7	7	7	9	18	9	2
Bellefonte	Centre	6.3	124	23	22	9	11	8	9	15	7	4
Bellevue	Allegheny	12.3	65	15	3	7	6	4	6	10	2	5
Berwick	Columbia	14.3	227	57	36	20	27	16	17	11	8	6
Bethel	Allegheny	17.8	52	7	15	8	2	2	3	7	1	1
Bethlehem	Northampton	73.5	832	226	168	79	75	40	25	56	23	24
Bloomsburg	Columbia	11.0	227	40	43	20	27	10	19	14	13	2
Braddock	Allegheny	15.9	266	79	74	14	38	12	12	9	9	9
Bradford	McKean	17.4	276	62	35	19	36	27	14	25	12	8
Brentwood	Allegheny	17.3	64	18	13	2	8	4	2	6	3	4
Bristol	Bucks	18.2	268	62	35	21	28	25	15	19	17	9
Brownsville	Fayette	7.6	138	36	18	14	17	7	12	7	5	6
Butler	Butler	23.3	466	96	53	36	43	31	34	68	24	10
Canonsburg	Washington	13.2	192	48	35	16	21	14	13	17	10	3
Carbondale	Lackawanna	16.1	266	67	56	18	34	17	8	19	12	6
Carlisle	Cumberland	18.1	302	45	42	19	37	19	20	35	16	11
Carnegie	Allegheny	12.3	248	82	46	13	22	12	13	17	13	7
Chambersburg	Franklin	16.8	376	72	49	47	44	27	21	29	17	9
Charleroi	Washington	9.5	216	47	26	18	42	14	15	9	10	6
Cheltenham Township	Montgomery	32.1	*	*	*	*	*	*	*	*	*	*
Chester	Delaware	74.1	980	253	259	82	90	82	28	40	31	44
Clairton	Allegheny	22.2	215	54	44	17	12	17	16	18	8	12
Clearfield	Clearfield	9.4	174	34	23	15	17	8	17	21	12	4
Clifton Heights	Delaware	14.0	98	23	24	2	6	4	6	8	5	6
Coatesville	Chester	14.0	252	57	39	20	34	21	11	20	5	10
Columbia	Lancaster	12.2	171	46	29	14	21	8	13	14	5	3
Connellsville	Fayette	13.4	250	65	41	20	25	12	19	17	15	8
Conshohocken	Montgomery	11.0	166	43	38	15	15	8	4	12	7	8

Cont. on page 626

*Not Available.

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Before using these figures, read foreword, page 11.

Now—*Pittsburgh's Most Exciting Newspaper with a* **"New Look"!**

You're missing SALES

if you're not represented in the

COMPLETELY RE-STYLED . . . . . **Sun-Telegraph** PITTSBURGH

The Sun-Telegraph's "New Look" is its contribution to the revitalized spirit of the community and parallels Pittsburgh's dramatic renaissance. The Sun-Telegraph's sparkling NEW personality—completely re-styled from cover to cover, plus our NEW color-roto "Pictorial Living" magazine section—gives the people of Pittsburgh the kind of newspaper they need . . . and gives advertisers the best possible medium for reaching the rich potential in America's Eighth Market.



IN METROPOLITAN PITTSBURGH ALONE OUR READERS SPEND BY THE HUNDREDS OF $ MILLIONS!*

(Metropolitan Pittsburgh is composed of Allegheny, Beaver, Washington, Westmoreland Counties.)

Your SUN-TELE Consumer Potentials!

	Expenditures by our DAILY READERS	*Expenditures by our* SUNDAY READERS
Foods Sales	$161,347,000	$ 259,957,000
Eating & Drinking Places	45,641,000	71,732,000
General Merchandise	101,020,000	154,612,000
Apparel Merchandise	38,466,000	62,834,000
Furniture & Household	34,382,000	55,955,000
Automotive	99,887,000	163,028,000
Gas Stations	33,815,000	55,814,000
Lumber & Building Supplies	30,583,000	51,275,000
Drug Merchandise	20,150,000	31,597,000
Retail Sales—Total	$607,656,000	$ 974,542,000
Effective Buying Power	$984,024,000	$1,589,406,000

Ask to see the Daniel Starch study of chain grocery customers' buying habits and newspaper reading preferences in Pittsburgh.

*Source: ABC Mar. 31, 1956 S.M's. of B. P. 1957

Nationally Represented by
HEARST ADVERTISING SERVICE INC.
With Offices in Principal Cities.

THE PITTSBURGH **Sun-Telegraph**

PENNA.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family
Adams		46.1	.0274	12.8	13.0	82,357	.0220	1,353	4,872
Gettysburg		7.3	.0043	2.1		14,369	.0051	1,968	6,842
Allegheny	108	1601.7	.9488	463.4	1459.3	3,065,066	1.0800	1,914	6,614
▲Pittsburgh		677.8	.4015	196.8		1,339,041	.4718	1,976	6,804
McKeesport		51.5	.0305	15.4		93,473	.0329	1,815	6,070
Homestead-West Homestead-Munhall		*31.0*	*.0184*	*8.6*		*60,309*	*.0198*	*1,816*	*6,547*
Braddock		15.9	.0094	4.1		22,988	.0081	1,446	5,607
Wilkinsburg		31.9	.0189	10.3		72,313	.0255	2,267	7,021
Homestead		9.3	.0055	2.6		17,169	.0060	1,846	6,603
McKees Rocks		16.1	.0095	4.6		28,968	.0102	1,799	6,297
Carnegie		12.3	.0073	3.4		23,326	.0082	1,896	6,861
Clairton		22.2	.0132	5.9		36,428	.0128	1,641	6,174
Mount Lebanon Township		31.9	.0189	9.1		116,899	.0412	3,665	12,846
Tarentum		9.6	.0057	2.9		17,716	.0062	1,845	6,109
Dormont		13.3	.0079	4.6		32,418	.0114	2,437	7,047
Turtle Creek		14.1	.0084	3.9		23,490	.0083	1,666	6,023
Duquesne		17.1	.0101	4.8		27,665	.0097	1,618	5,764
Coraopolis		10.4	.0062	2.9		19,490	.0069	1,874	6,721
Sewickley		6.3	.0037	2.1		17,189	.0061	2,728	8,185

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

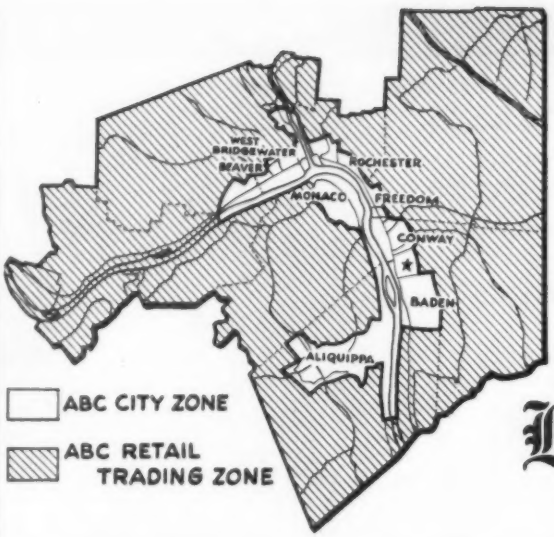
Income Breakdown of Consumer Spending Units

COUNTIES CITIES	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Adams	15.3	4,081	32.2	12.0	32.1	27.0	27.5	35.6	5.5	11.2	2.7	14.2
Gettysburg	3.6	3,980	40.8	15.6	26.4	22.8	24.1	32.0	5.4	11.2	3.3	18.4
Allegheny	547.6	5,597	20.6	5.6	23.9	14.6	36.7	34.7	12.4	18.5	6.4	26.6
▲Pittsburgh	249.1	5,376	24.0	6.8	24.9	15.8	34.1	33.6	10.7	16.5	6.3	27.3
McKeesport	17.9	5,231	20.8	6.1	27.0	17.7	36.4	36.8	10.6	16.9	5.2	22.5
Homestead-West Homestead-Munhall												
Braddock	5.3	4,369	27.0	9.4	32.3	25.2	30.3	36.7	7.5	14.4	2.9	14.3
Wilkinsburg	12.3	5,884	17.3	4.5	19.5	11.4	41.8	37.5	15.0	21.2	6.5	25.4
Homestead	3.6	4,742	25.0	8.0	26.0	18.8	36.0	40.1	9.5	16.7	3.5	16.4
McKees Rocks	5.8	5,035	20.0	6.0	29.2	20.0	36.0	37.8	10.6	17.5	4.2	18.7
Carnegie	4.2	5,621	17.5	4.7	23.6	14.6	39.0	36.6	14.2	21.0	5.7	23.1
Clairton	6.6	5,493	16.9	4.7	25.9	16.2	39.3	37.8	12.6	19.1	5.3	22.2
Mount Lebanon Township	11.3	10,334	11.2	1.6	10.1	3.3	25.9	13.4	30.3	24.4	22.5	57.3
Tarentum	3.4	5,197	18.6	5.4	23.1	15.3	42.8	43.5	11.4	18.3	4.1	17.5
Dormont	4.8	6,730	15.2	3.4	17.3	8.9	36.9	29.0	21.5	26.6	9.1	32.1
Turtle Creek	4.3	5,448	15.0	4.2	20.1	12.7	48.2	46.8	12.5	19.0	4.2	17.3
Duquesne	5.5	5,007	18.4	5.6	30.9	21.1	36.3	38.4	10.4	17.3	4.0	17.6
Coraopolis	3.6	5,446	17.7	4.9	26.4	16.6	37.9	36.8	12.7	19.5	5.3	22.2
Sewickley	2.6	6,707	19.6	4.5	20.6	10.5	34.9	27.5	13.9	17.3	11.0	40.2

SM Standard (▲) and Potential (Δ) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



Buying Power:

over $349,000,000

in Busy Beaver Valley, Pa.

Largest household income in Pennsylvania is earned by the 56,713 families in this ***third largest industrial area in the state.*** These families have money . . . big money . . . to buy what they want . . . what they see advertised in their favorite newspaper. Among other purchases they spend $50,000,000 for food . . . $20,000,000 for general merchandise . . . $13,000,000 for apparel . . . $13,000,000 for furniture, furnishings, equipment, radios . . . $5,100,000 for drugs. And THEN, in 1955, 4,723 NEW AUTOMOBILES . . . bought in the area served almost exclusively by

Beaver Valley Times

Beaver County's (Pa.) only ABC Newspaper
National Representatives: Burke, Kuipers & Maloney, Inc.
New York • Chicago • Detroit • Atlanta • Charlotte • Dallas
Kansas City • Oklahoma City • San Francisco

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNA. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Mount Oliver		6.8	.0040	1.9		14,352	.0051	2,111	7,554	2.5	5,787	14.5	3.8	20.6	12.2	45.0	41.1	14.3	20.6	5.6	22.3
Bellevue		12.3	.0073	3.8		27,114	.0096	2,204	7,135	4.3	6,282	16.6	4.0	18.9	10.2	40.7	34.3	15.7	20.9	8.1	30.6
Bethel		17.8	.0105	4.8		34,356	.0121	1,930	7,158	5.4	6,382	16.3	3.9	19.3	10.3	39.8	33.0	16.1	21.1	8.5	31.7
Brentwood		17.3	.0102	5.1		39,520	.0139	2,284	7,749	5.7	6,980	12.3	2.7	16.9	8.3	42.5	32.2	18.2	21.8	10.1	35.0
Munhall		18.2	.0108	5.0		32,714	.0115	1,797	6,543	5.4	6,039	13.8	3.5	21.1	12.0	42.4	37.1	16.1	22.3	6.6	25.1
North Braddock		14.2	.0084	3.8		20,717	.0073	1,459	5,452	3.9	5,254	16.7	4.8	24.4	16.0	42.9	43.1	11.9	18.9	4.1	17.2
Swissvale		16.9	.0100	4.6		31,358	.0110	1,856	6,817	5.4	5,845	13.6	3.5	21.0	12.4	44.2	40.0	15.6	22.2	5.6	21.9
West Mifflin		24.3	.0144	5.4		39,610	.0140	1,630	7,335	7.1	5,579	12.5	3.4	25.7	15.8	43.7	41.4	13.3	19.8	4.8	19.6
Etna		7.2	.0043	2.2		12,846	.0046	1,784	5,839	2.4	5,393	15.3	4.3	25.2	16.2	42.1	41.2	12.9	19.9	4.5	18.4
Armstrong		**79.5**	**.0471**	**22.6**	**23.6**	**114,285**	**.0403**	**1,438**	**5,057**	**24.5**	**4,657**	**25.2**	**8.2**	**30.1**	**22.2**	**33.4**	**37.9**	**7.5**	**13.4**	**3.8**	**18.3**
Kittanning		7.8	.0046	2.5		14,600	.0051	1,872	5,840	2.8	5,280	22.8	6.6	26.6	17.2	35.9	36.0	8.7	13.7	6.0	26.5
Beaver	108	**203.1**	**.1203**	**56.9**	**142.9**	**389,807**	**.1303**	**1,821**	**6,499**	**67.7**	**5,482**	**15.7**	**4.4**	**25.7**	**18.1**	**42.1**	**40.8**	**11.4**	**17.3**	**5.1**	**21.4**
Aliquippa-Rochester-Beaver		*43.4*	*.0257*	*13.4*		*89,768*	*.0310*	*2,068*	*7,839*												
Beaver Falls-New Brighton		*31.1*	*.0184*	*9.3*		*58,500*	*.0205*	*1,876*	*6,357*												
Beaver Falls		20.1	.0119	6.0		38,500	.0136	1,915	6,417	7.5	5,140	18.6	5.5	27.7	18.6	39.3	40.4	10.0	16.1	4.4	19.4
Aliquippa		28.7	.0170	7.6		56,792	.0200	1,979	7,473	9.8	5,797	13.3	3.5	26.4	15.6	41.2	37.6	12.9	18.6	6.2	24.7
Ambridge		16.4	.0097	4.5		32,509	.0115	1,982	7,224	5.8	5,601	16.0	4.3	23.3	14.4	42.3	39.9	12.9	19.1	5.5	23.3
Rochester		7.0	.0041	2.1		13,631	.0048	1,947	6,491	2.5	5,349	19.4	5.5	26.1	16.7	37.9	37.5	11.3	17.7	5.3	22.6
Beaver		7.7	.0046	2.7		19,335	.0068	2,511	7,161	2.9	6,690	14.0	3.2	17.7	9.0	44.9	35.5	13.7	17.1	9.7	35.2
1 Ellwood City																					
Bedford		**39.6**	**.0235**	**11.0**	**3.8**	**42,825**	**.0151**	**1,081**	**3,893**	**12.4**	**3,459**	**42.2**	**18.6**	**32.9**	**32.6**	**19.2**	**29.3**	**3.9**	**9.4**	**1.8**	**10.1**
Bedford		3.8	.0023	1.2		6,998	.0025	1,842	5,832	1.5	4,521	32.2	10.8	29.7	22.6	25.9	30.3	7.8	14.3	4.4	22.0
Berks	116	**280.4**	**.1542**	**77.3**	**175.5**	**495,104**	**.1744**	**1,901**	**6,405**	**91.6**	**5,404**	**21.8**	**6.1**	**28.0**	**16.6**	**35.2**	**34.4**	**10.9**	**16.8**	**6.1**	**26.1**
▲Reading		113.1	.0670	34.2		226,418	.0798	2,002	6,620	43.1	5,259	22.5	6.5	26.3	17.3	35.1	35.2	10.5	16.6	5.6	24.4
Blair	6	**135.4**	**.0802**	**39.7**	**100.3**	**195,490**	**.0689**	**1,444**	**4,924**	**45.0**	**4,343**	**27.8**	**9.7**	**31.0**	**24.4**	**31.5**	**38.4**	**6.8**	**13.1**	**2.9**	**14.4**
▲Altoona		76.3	.0452	23.2		118,100	.0416	1,548	5,091	26.8	4,413	27.0	9.3	30.0	23.3	32.9	39.4	7.1	13.4	3.0	14.6

1 Ellwood is in Beaver and Lawrence Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
© SM, 1957.

Business Is TERRIFIC in KITTANING, PA.

Shopping Hub of $114,285,000 Market

Kittaning's stores are amazingly busy. Total sales are more than two-and-a-half times average size. In some store groups they're three-and-a-half times—and more!

The sales production indexes at the right emphasize Kittaning's double role as the hub of a 22,000 city zone made up of several closely knit industrial communities—and as the trade center for all Armstrong County.

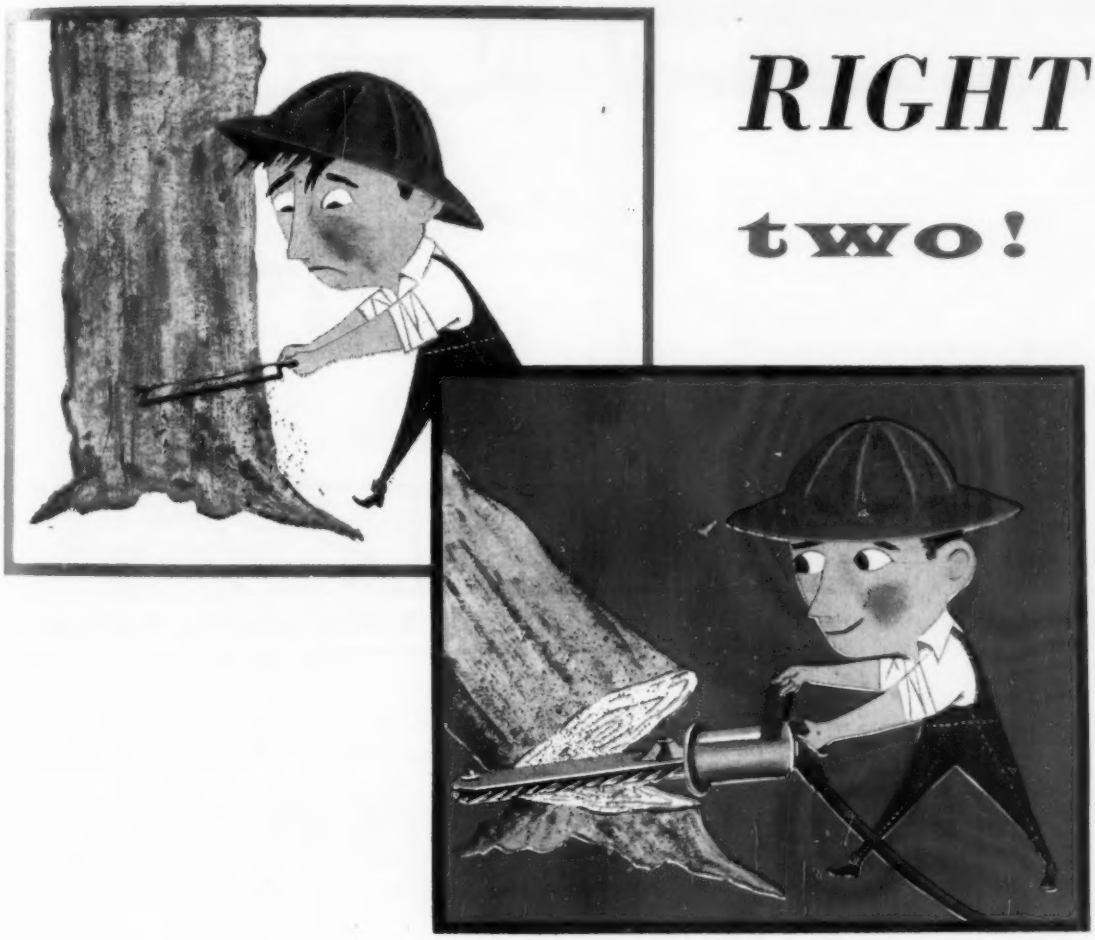
It's an ideal, tailored-for-easy-selling market . . . insulated by distance against the influence of outside newspapers—and delivered ONLY by Simpsons' Daily Leader-Times, which covers the city zone completely and reaches thousands of homes throughout the county.

AMAZINGLY BUSY	Sales Prod'n Index	% of County
Retail Sales	265	36%
Food	263	31%
General Mdse.	250	43%
Apparel	370	61%
Furniture-Hshld.	255	35%
Automotive	351	45%
Gaseline	252	29%
Lumber-Bldg.	313	39%
Drug	283	39%

SIMPSONS' DAILY LEADER-TIMES

Represented by The Julius Mathews Special Agency, Inc.

It takes the *RIGHT* two!



From PITTSBURGH To HARRISBURG

IT'S A FACT! With the *right* two—WFBG-TV, Altoona, and Pittsburgh—you get 76,701 *more* TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Your BLAIR-TV man has the proof: ARB, November 1956; ARB Altoona Coverage Study, March 1956.

ONLY BASIC CBS-TV STATION SERVING THE AREA

A TRIANGLE STATION

WFBG-TV

ALTOONA, PENNSYLVANIA

CBS Channel 10

ABC-TV • NBC-TV

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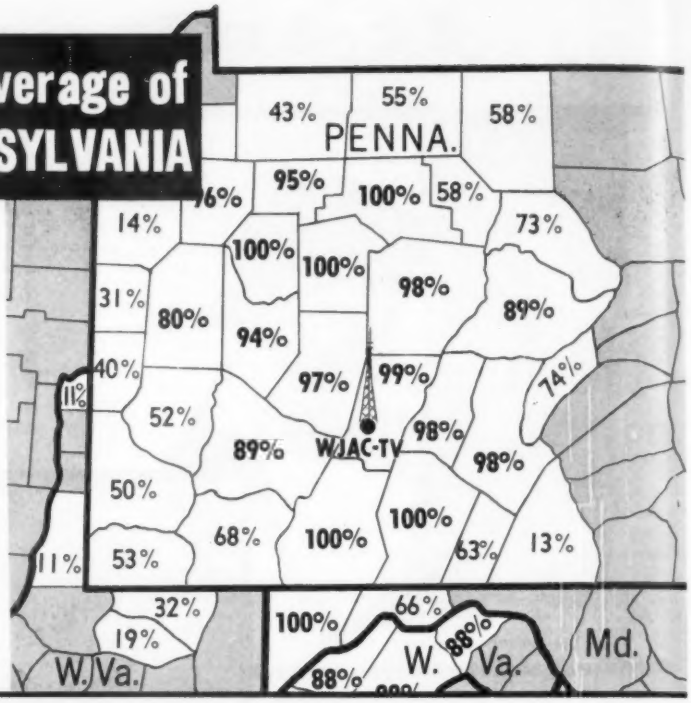
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa./WFBG-AM • TV, Altoona, Pa./WNHC-AM • FM • TV, New Haven-Hartford, Conn.

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When you want TV coverage of SOUTHWESTERN PENNSYLVANIA

ONLY WJAC-TV does the job! In this 41-county area, WJAC-TV reaches 63% of the million-plus TV homes. No other station or combination of stations can match WJAC-TV with its potent combination of coverage and proved viewer preference. Latest ARB study in the Johnstown-Altoona area alone shows WJAC-TV with 24 out of the top 25 night-time shows.



SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

GET ALL THE FACTS & FIGURES from your KATZ Man!

PENNA. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Bradford		52.0	.0308	15.4	16.6	71,807	.0253	1,381	4,663	17.2	4,163	35.6	13.0	28.5	23.5	25.9	32.9	6.7	13.4	3.3	17.2
Bucks	106	256.5	.1520	75.7	62.6	474,902	.1673	1,851	6,273	83.5	5,691	19.6	5.2	23.7	14.4	38.5	35.8	11.3	16.5	6.9	28.1
Levittown-																					
Fairless Hills		*58.9*	*.0349*	*13.4*		*128,744*	*.0454*	*2,186*	*6,997*	*18.7*	*6,892*	*1.8*	*.4*	*20.6*	*10.8*	*50.1*	*55.4*	*19.6*	*23.6*	*8.0*	*27.5*
Bristol		18.2	.0108	5.0		31,000	.0109	1,703	6,200	5.6	5,504	18.3	5.1	24.4	15.1	39.6	38.1	12.1	18.4	5.6	23.3
Doylestown		5.5	.0033	2.1		13,148	.0046	2,391	6,261	2.2	6,004	18.4	4.7	22.7	12.9	38.5	33.9	12.5	17.3	7.9	31.2
Quakertown		6.4	.0038	1.9		12,811	.0045	2,002	6,743	2.3	5,515	21.0	5.8	25.2	15.7	36.5	34.9	10.9	16.5	6.4	27.1
Morrisville		8.9	.0053	2.7		20,062	.0071	2,254	7,430	3.0	6,753	13.1	2.9	14.8	7.5	46.1	36.1	16.8	20.8	9.2	32.7
Butler		100.8	.0597	28.2	33.9	147,472	.0520	1,463	5,230	33.0	4,475	27.4	9.3	27.9	21.4	33.8	39.9	7.8	14.6	3.1	14.8
Butler		23.3	.0138	7.3		37,672	.0133	1,617	5,161	8.3	4,541	26.8	9.0	26.2	19.8	35.6	41.4	8.4	15.3	3.0	14.5
Cambria	70	214.4	.1270	57.2	131.7	296,966	.1046	1,385	5,192	64.9	4,579	23.3	7.7	32.4	24.4	33.2	38.4	7.8	14.1	3.3	15.4
▲Johnstown		65.0	.0385	18.5		104,656	.0369	1,610	5,657	22.0	4,752	21.9	7.0	29.8	21.5	36.2	40.3	8.6	15.1	3.5	16.1
Cameron		7.0	.0042	1.9	3.7	11,938	.0043	1,705	6,283	2.4	4,985	19.1	5.8	30.8	21.2	34.8	36.9	11.5	19.2	3.8	16.9
Carbon		54.2	.0321	15.3	36.9	78,978	.0278	1,457	5,162	16.6	4,745	21.8	7.0	30.8	22.2	35.5	39.6	8.3	14.6	3.6	16.6

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

MERCHANDISING "SUPPORT"

Produces **MORE SALES** For Your Advertising Dollar Thru . . .

TIE-IN ADS | EDITORIAL SUPPORT | MAILINGS TO TRADE | DISTRIBUTION OF POINT OF SALE MATERIAL — BY

LEVITTOWN-FAIRLESS HILLS-BRISTOL (Lower Bucks Co., Pa.)

A PROGRESSIVE "NEW-MARKET" TRADE CENTER In The Heart of Delaware Valley, U.S.A.

159 MILLION DOLLARS OF CITY ZONE EFFECTIVE BUYING INCOME!

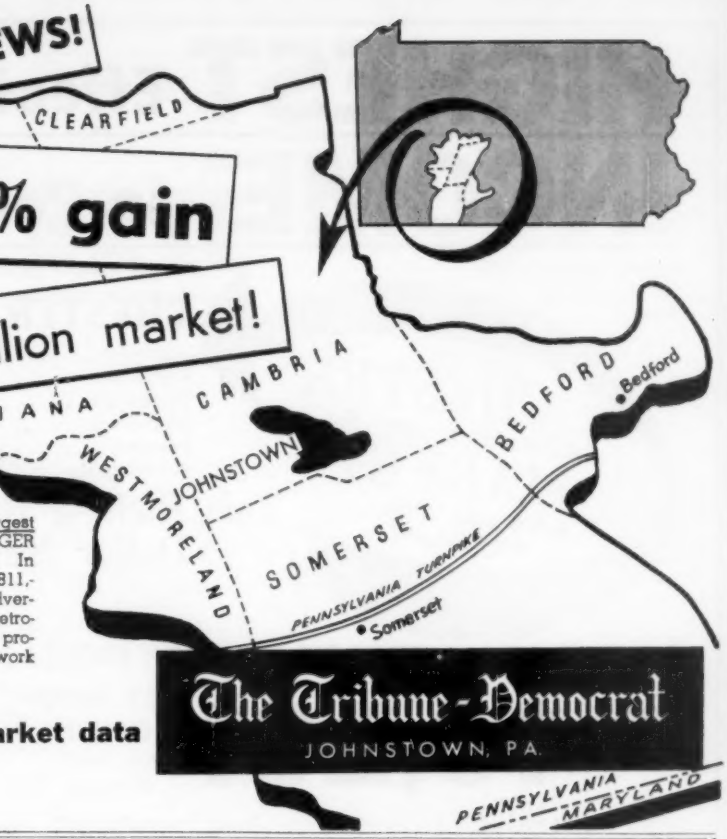
Food & Drug Advertisers Take Note: Bucks County Birth Rate is **27.7** Per 1,000; HIGHEST IN PENNA.

THE LEVITTOWN TIMES AND BRISTOL DAILY COURIER
Penna. Fastest Growing Eve. Dailies
CARRIER BOY DELIVERED
S. W. CALKINS, Publisher — ABC — MURRAY C. HOTCHKISS, V.P. & Co-Publisher
For INFORMATION . . . Contact the Nearest Office of Our National Representatives
Bottinelli-Kimball, Inc.
NEW YORK PHILA. PITTSBURGH DETROIT CHICAGO

Making newspaper NEWS!

...a 15.6% gain

in this $347 million market!



Here in Western Pennsylvania's second largest market MORE advertisers are getting BIGGER returns through the TRIBUNE-DEMOCRAT. In 1956, the TRIBUNE-DEMOCRAT jumped to 1,811,215 lines—a 15.6% gain—in general advertising. With its 71.4% coverage of the metropolitan area, the TRIBUNE-DEMOCRAT can produce sales results for you . . . put it to work now!

Write today for complete market data

The Tribune-Democrat
JOHNSTOWN, PA.

PENNSYLVANIA — MARYLAND

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

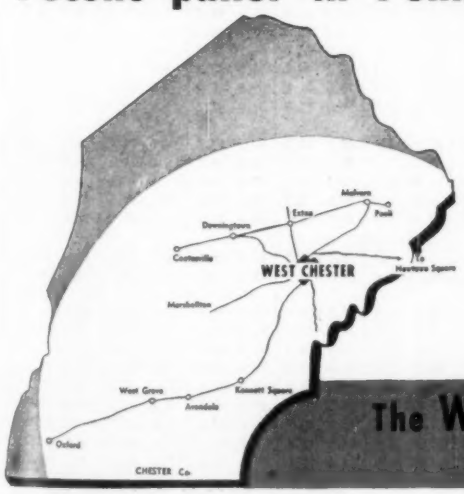
PENNA. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Centre		66.1	.0391	16.6	30.2	99,847	.0352	1,511	6,015	27.0	3,700	44.7	18.4	27.0	25.1	20.4	29.2	5.1	11.4	2.8	15.9
State College-Bellefonte		*28.2*	*.0166*	*5.6*		*67,104*	*.0203*	*2,180*	*10,197*												
State College		19.9	.0118	3.6		46,702	.0165	2,347	12,973	13.9	3,361	54.9	24.8	22.6	23.1	15.3	24.0	4.6	11.5	2.6	16.6
Bellefonte		6.3	.0037	2.0		10,402	.0037	1,651	5,201	2.1	4,843	27.6	8.7	25.5	18.1	33.6	36.6	8.7	14.9	4.6	21.7
Chester	108	182.0	.1079	47.7	68.0	333,028	.1173	1,830	6,982	61.0	5,456	24.7	6.9	26.4	16.6	31.9	30.9	9.9	15.2	7.1	30.4
West Chester		15.9	.0094	4.2		33,365	.0118	2,098	7,944	7.0	4,786	34.5	11.0	24.9	17.9	26.9	29.7	7.9	13.7	5.8	27.7
Coatesville		14.0	.0083	3.9		28,252	.0100	2,018	7,244	5.0	5,631	18.3	4.9	27.9	17.1	36.4	34.1	10.6	15.7	6.8	28.2

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Before using these figures, read foreword, page 11.

Potent puller in Pennsylvania's rich CHESTER COUNTY

West Chester plus PAOLI . . . and all of lower Chester County



A thriving market . . . the 3rd richest in Pennsylvania! And the dynamic promotional force in this prosperous county is the *West Chester Daily Local News*, the county's largest and most influential daily newspaper.

$333,028,000 MARKET

$6,982 per family income in county!

$7,944 per family income in West Chester!

$199,300,000 Retail Sales!

$42,766,000 Retail Food Sales

The WEST CHESTER DAILY LOCAL NEWS

Represented Nationally by THE JULIUS MATHEWS SPECIAL AGENCY

HIGHEST Effective Buying INCOME* In Pennsylvania!

* Sales Management 1957 Survey of Buying Power

(Family Income Figures—Penna. Cities over 50,000 Population)

CHESTER $7,243

Lancaster	$7,049	Erie	$6,473
Bethlehem	$6,899	Harrisburg	$6,442
Pittsburgh	$6,804	McKeesport	$6,070
Allentown	$6,713	York	$5,990
Reading	$6,620	Wilkes Barre	$5,804
Philadelphia	$6,478	Scranton	$5,320

CHESTER
DELAWARE COUNTY, PA.
MARKET
Retail Sales 1956
$254,308,752

This Rich ¼ Billion Dollar Market Covered by

Chester Times

NOW AT AN ALL TIME CIRCULATION HIGH!

More than **40,201** NET PAID DAILY Feb. 1957 Average

(ABC City Zone 104,075, City and Retail Trade Zone 219,689)

CHESTER, PENNSYLVANIA
National Representatives: Gilman, Nicoll and Ruthman

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNA. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Phoenixville		13.6	.0081	3.6		27,168	.0096	1,998	7,547	4.5	6,027	17.0	4.3	23.3	13.2	39.3	34.5	12.6	17.5	7.8	30.5
Oxford		3.3	.0020	1.1		4,849	.0017	1,469	4,408	1.2	4,152	39.6	14.5	26.1	21.5	25.4	32.4	4.9	9.8	4.0	21.8
Clarion		37.4	.0221	10.4	4.5	46,629	.0161	1,220	4,387	11.3	4,053	35.5	13.3	29.9	25.4	25.9	33.8	5.7	11.7	3.0	15.8
Clearfield		80.7	.0478	22.7	24.0	101,765	.0359	1,261	4,483	25.4	4,008	31.2	11.8	33.8	28.9	27.3	36.0	5.4	11.2	2.3	12.1
Du Bois		11.6	.0069	3.6		20,185	.0071	1,740	5,607	4.4	4,548	27.3	9.1	29.3	22.2	32.6	37.9	7.2	13.1	3.6	17.7
Clearfield		9.4	.0056	2.9		15,880	.0056	1,689	5,476	3.5	4,544	25.1	8.4	32.5	24.5	32.3	37.6	6.5	11.9	3.6	17.6
Clinton		38.0	.0225	10.8	16.5	53,815	.0189	1,416	4,983	12.8	4,213	28.5	10.3	33.6	27.4	29.0	36.4	6.2	12.2	2.7	13.7
Lock Haven		12.6	.0075	3.7		22,394	.0079	1,777	6,052	5.1	4,414	29.2	10.0	31.3	24.4	28.6	34.3	7.4	14.0	3.5	17.3
Columbia		52.3	.0310	15.6	25.3	71,581	.0252	1,369	4,589	17.6	4,065	29.9	11.2	31.5	26.5	30.5	39.7	6.0	12.3	2.1	10.3
Bloomsburg		11.0	.0065	3.4		18,021	.0064	1,638	5,300	4.4	4,083	32.4	12.1	29.5	24.7	28.9	37.5	6.8	13.8	2.4	11.9
Berwick		14.3	.0085	4.3		20,331	.0072	1,422	4,728	4.8	4,278	24.2	8.6	30.5	24.4	36.8	45.5	6.6	12.9	1.9	8.6
Crawford		80.2	.0475	23.6	29.5	123,539	.0436	1,540	5,235	27.7	4,468	29.7	10.1	28.6	21.9	31.0	36.7	7.1	13.3	3.6	18.0
Meadeville		20.0	.0118	6.6		39,998	.0141	2,000	6,060	8.4	4,786	28.8	9.1	25.5	18.4	32.9	38.3	8.2	14.3	4.6	21.9
Titusville		9.5	.0056	3.2		14,964	.0053	1,575	4,676	3.4	4,339	30.2	10.6	30.5	24.2	30.2	36.7	5.6	10.7	3.5	17.8
Cumberland	62	109.5	.0649	32.0	56.7	189,678	.0669	1,734	5,934	38.6	4,921	24.9	7.7	27.3	19.6	33.9	36.4	9.3	15.7	4.6	21.2
Carlisle		18.1	.0107	5.4		34,376	.0121	1,899	6,366	7.8	4,548	29.5	9.9	28.6	21.5	30.6	35.6	7.3	13.4	4.0	19.6
Lemoyne		5.1	.0030	1.6		10,567	.0037	2,072	6,604	1.9	5,690	11.2	3.0	19.3	11.6	51.0	47.4	14.1	20.7	4.4	17.3
Dauphin	62	213.5	.1265	63.7	163.8	383,039	.1349	1,794	6,013	78.1	5,030	21.6	6.5	28.1	19.2	36.0	37.8	9.8	16.2	4.5	20.3
▲Harrisburg		93.0	.0551	29.4		189,408	.0667	2,037	6,442	38.2	4,960	23.1	7.1	28.9	20.0	33.8	36.1	9.6	16.1	4.6	20.7
Steelton		11.6	.0069	2.9		18,708	.0066	1,613	6,451	3.6	5,229	19.5	5.7	27.5	18.0	37.9	38.3	10.1	16.1	5.0	21.9
Delaware	106	516.2	.3058	146.7	461.9	1,189,779	.4193	2,305	8,110	170.1	6,997	15.4	3.3	17.5	8.6	39.7	30.0	16.4	19.5	11.0	38.6
Chester		74.1	.0439	20.4		147,766	.0521	1,994	7,243	26.2	5,644	19.4	5.2	24.2	14.7	38.0	35.6	11.9	17.6	6.5	26.9
Upper Darby Township		104.6	.0620	31.1		274,543	.0967	2,625	8,828	34.3	7,998	9.5	1.8	13.6	5.8	42.9	38.4	20.0	30.8	14.0	43.2
Darby		15.3	.0091	4.1		29,402	.0104	1,922	7,171	5.1	5,791	16.7	4.4	21.7	12.8	43.6	38.9	12.6	18.1	6.4	25.8
Haverford Township		49.5	.0293	14.0		155,662	.0549	3,145	11,119	16.4	9,514	11.4	1.8	11.5	4.1	33.6	18.7	23.3	20.4	20.2	55.0
Media		6.3	.0037	1.9		13,561	.0048	2,153	7,137	2.1	6,370	17.5	4.2	18.7	10.0	39.9	33.1	15.2	19.9	8.7	32.8
Lansdowne		13.0	.0077	4.2		35,724	.0126	2,748	8,506	4.4	8,195	13.1	2.4	13.5	5.6	37.3	24.1	21.0	21.4	15.1	46.5
Yeadon		12.8	.0076	3.4		28,792	.0101	2,249	8,468	3.8	7,547	13.9	2.8	14.3	6.5	39.9	28.0	19.3	21.3	12.6	41.4
Clifton Heights		14.0	.0083	3.7		26,367	.0093	1,883	7,126	3.9	6,764	11.2	3.5	16.9	8.6	45.8	35.8	17.0	20.9	9.1	32.2
Elk		34.9	.0206	9.6	19.2	52,031	.0183	1,491	5,420	10.5	4,956	21.7	6.7	30.6	21.2	34.2	36.5	9.0	15.1	4.5	20.5
Erie	46	236.1	.1390	68.7	184.1	424,907	.1497	1,800	6,188	80.7	5,264	21.9	6.3	23.9	15.7	38.3	38.5	10.6	16.7	5.3	22.8
▲Erie		136.5	.0809	40.3		260,854	.0919	1,911	6,473	48.1	5,424	20.8	5.8	23.1	14.6	39.2	38.2	11.2	17.2	5.7	24.2
Corry		8.6	.0051	2.6		13,017	.0046	1,514	5,007	2.9	4,479	27.8	9.4	28.5	21.9	33.2	39.2	7.2	13.4	3.3	16.1

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

ERIE

*Pennsylvania's 3rd City**

*3rd in Population . . . 1957

ERIE	**136,500**
Scranton	128,100
Reading	113,100
Allentown	112,800
Harrisburg	93,000
Altoona	76,300

*3rd in Effective Buying Income . . . 1956

ERIE	**$260,854,000**
Reading	226,418,000
Allentown	222,878,000
Scranton	204,301,000
Harrisburg	189,408,000
Altoona	118,100,000

*3rd in Retail Sales . . . 1956

ERIE	**$208,896,000**
Harrisburg	199,132,000
Allentown	192,236,000
Reading	176,551,000
Scranton	152,429,000
Altoona	88,426,000

Note: Cities listed are all those in Pennsylvania of over 75,000 population except Philadelphia and Pittsburgh.

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America's 10th TV Market now delivers

more than ONE MILLION FAMILIES

WGAL-TV

Lancaster, Penna. NBC and CBS

1,015,655 families
917,320 TV sets
3½ million people
$3¾ billion retail sales
$6¼ billion annual income

Representative:
STEINMAN STATION
Clair McCollough, Pres.
The MEEKER Company, Inc.
New York Chicago Los Angeles San Francisco



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNA. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Fayette		183.9	.0189	50.9	58.3	245,785	.0867	1,337	4,829	56.8	4,339	29.8	10.4	29.6	23.4	30.6	37.3	7.1	13.6	3.1	15.3
Uniontown		21.1	.0125	6.4		39,252	.0138	1,860	6,133	8.0	4,923	28.7	8.9	25.6	17.8	31.2	33.5	9.3	15.8	5.2	24.0
Connellsville-South Connellsville		*16.0*	*.0086*	*4.6*		*25,889*	*.0091*	*1,614*	*5,613*												
Connellsville		13.4	.0079	3.9		21,557	.0076	1,609	5,527	4.8	4,533	29.1	9.8	27.3	20.6	32.0	37.4	8.0	14.6	3.6	17.6
Brownsville		7.6	.0045	2.4		12,510	.0044	1,646	5,213	2.6	4,766	26.9	8.6	28.1	20.2	32.4	36.0	8.2	14.3	4.4	20.9
Forest		4.4	.0026	1.2		4,708	.0016	1,070	3,923	1.2	3,865	34.9	13.7	32.6	28.8	24.6	33.7	5.8	12.6	2.1	11.2
Franklin		75.9	.0450	21.6	32.9	104,975	.0370	1,383	4,860	24.8	4,229	28.9	10.4	33.4	27.1	28.7	35.9	6.2	12.2	2.8	14.4
Chambersburg		18.8	.0111	5.8		31,832	.0112	1,693	5,488	7.4	4,279	29.3	10.4	31.0	24.9	30.4	37.5	6.3	12.3	3.0	14.9
Waynesboro		10.5	.0062	3.4		19,794	.0070	1,885	5,822	4.1	4,814	23.8	7.5	31.6	22.5	32.4	35.6	7.7	13.3	4.5	21.1
Fulton		9.7	.0058	2.6		8,890	.0031	916	3,419	2.8	3,147	48.8	23.6	32.1	35.1	14.7	24.7	2.8	7.3	1.6	9.3
Greene		44.6	.0264	12.2	5.7	58,332	.0206	1,308	4,781	14.3	4,074	31.9	11.9	31.9	26.8	27.0	35.0	6.8	13.9	2.4	12.4
Waynesburg		5.7	.0034	1.6		10,274	.0036	1,802	6,421	2.6	3,949	40.0	15.4	27.1	23.6	23.9	32.0	6.0	12.6	3.0	16.4
Huntingdon		39.9	.0236	11.1	12.0	47,391	.0167	1,188	4,269	12.8	3,710	35.9	14.7	33.7	31.0	24.1	34.4	4.5	10.2	1.8	9.7
Huntingdon-Mount Union		*19.9*	*.0076*	*4.1*		*19,708*	*.0069*	*1,588*	*4,807*												
Huntingdon		8.0	.0047	2.7		13,547	.0048	1,693	5,017	3.5	3,836	37.5	14.9	28.3	25.3	26.7	36.8	5.3	11.5	2.2	11.5
Indiana		74.7	.0443	20.6	19.3	96,457	.0340	1,291	4,682	24.1	4,006	33.2	12.6	32.2	27.6	26.3	34.7	5.7	11.8	2.6	13.3
Indiana		12.6	.0075	3.9		25,339	.0089	2,011	6,497	5.8	4,364	36.4	12.7	25.4	19.9	27.0	32.7	7.1	13.6	4.1	21.1
Jefferson		47.0	.0278	13.7	19.3	61,242	.0216	1,303	4,470	15.0	4,085	31.7	11.8	32.1	27.0	27.7	35.9	5.9	11.9	2.6	13.4
Punxsutawney		9.7	.0057	3.2		14,665	.0052	1,512	4,583	3.3	4,489	30.5	10.3	27.8	21.3	30.8	36.3	7.0	13.0	3.9	19.1
Juniata		14.7	.0087	4.2		16,352	.0057	1,112	3,893	4.7	3,508	39.5	17.1	33.0	32.3	21.4	32.2	4.7	11.2	1.4	7.2
Lackawanna	134	253.0	.1502	73.2	239.9	370,977	.1307	1,483	5,068	82.9	4,476	26.8	9.1	30.5	23.3	32.1	38.0	7.3	13.6	3.3	16.0
▲Scranton		128.1	.0759	38.4		204,301	.0720	1,595	5,320	44.9	4,548	26.5	8.9	29.7	22.4	32.7	38.0	7.6	13.9	3.5	16.8
Carbondale		16.1	.0095	4.5		22,489	.0079	1,397	4,998	5.2	4,366	27.6	9.6	31.1	24.4	31.8	38.5	6.5	12.5	3.0	15.0
Dunmore		20.9	.0124	5.5		30,208	.0106	1,445	5,492	6.5	4,676	25.8	8.4	28.9	21.1	32.9	37.2	8.7	15.6	3.7	17.7
Lancaster	75	242.5	.1437	69.5	122.4	480,664	.1894	1,982	6,916	82.4	5,830	22.2	5.8	25.6	15.1	33.7	30.5	10.2	14.5	8.3	34.1
▲Lancaster		65.3	.0387	19.8		139,567	.0492	2,137	7,049	26.5	5,274	23.6	6.8	25.3	16.6	34.8	34.8	10.5	16.5	5.8	25.3
Ephrata		7.7	.0046	2.4		14,851	.0052	1,929	6,188	2.8	5,400	19.4	5.5	27.5	17.5	36.8	36.0	10.4	16.0	5.9	25.0
Columbia		12.2	.0072	3.3		19,714	.0069	1,616	5,974	4.0	4,926	22.0	6.8	29.6	20.6	35.2	37.8	8.8	14.9	4.4	19.9
Lawrence	236	107.1	.0635	31.0	62.7	182,767	.0644	1,707	5,896	35.3	5,182	20.3	6.0	25.2	16.7	39.3	40.1	10.5	16.9	4.7	20.3
△New Castle		50.8	.0301	14.8		91,662	.0323	1,804	6,193	17.9	5,127	21.7	6.4	25.4	17.1	37.8	39.0	10.4	16.8	4.7	20.7
1 Ellwood City		13.5	.0080	3.8		24,980	.0088	1,850	6,574	4.5	5,508	15.3	4.2	23.9	14.9	44.1	42.3	11.7	17.7	5.0	20.9
Lebanon	223	83.6	.0495	24.1	49.7	132,730	.0468	1,588	5,507	27.1	4,898	22.4	7.0	28.5	19.9	35.8	38.7	9.2	15.6	4.1	18.8
△Lebanon		32.7	.0194	9.8		59,699	.0210	1,826	6,092	11.8	5,052	21.3	6.4	28.2	19.1	36.3	38.0	9.6	15.9	4.6	20.6
Palmyra		7.6	.0045	2.5		13,242	.0047	1,742	5,297	2.6	5,077	17.4	5.2	28.8	19.4	40.3	42.0	9.4	15.5	4.1	17.9

1 Ellwood City is in Beaver and Lawrence Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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For fast Results...

in Lehigh Valley, Pennsylvania

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THE CALL-CHRONICLE NEWSPAPERS*

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TO MOVE THEIR MERCHANDISE FAST

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***THE MORNING CALL** **Evening Chronicle** **SUNDAY CALL-CHRONICLE**

National Representatives: Story, Brooks & Finley, Inc.

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PENNA. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Uni	% tsInc.	$10,000&over % Units	% Inc.
Lehigh	4	204.3	.1210	59.1	165.6	380,392	.1340	1,862	6,436	69.4	5,481	20.2	5.6	25.9	16.2	36.8	35.5	10.9	16.6	6.2	26.1
▲Allentown		112.8	.0668	33.2		222,878	.0785	1,976	6,713	40.4	5,524	20.6	5.7	25.5	15.8	36.5	35.0	11.0	16.6	6.4	26.9
2▲Bethlehem																					
Luzerne	163	374.9	.2221	105.2	318.3	540,716	.1908	1,442	5,140	117.1	4,619	24.8	8.2	30.7	22.8	33.4	38.2	7.5	13.5	3.6	17.3
▲Wilkes Barre		74.0	.0438	20.6		119,566	.0421	1,616	5,804	25.6	4,664	26.5	8.6	29.4	21.8	32.5	36.8	7.6	13.5	4.0	19.3
▲Hazleton		34.8	.0206	9.5		57,321	.0202	1,647	6,034	11.3	5,070	21.8	6.5	28.8	19.6	35.3	36.8	9.2	15.0	4.9	22.1
Kingston		21.3	.0126	6.4		40,178	.0142	1,886	6,278	7.0	5,731	20.2	5.4	25.3	15.2	36.3	33.4	10.9	15.8	7.3	30.2
Pittston		14.3	.0085	3.7		17,060	.0060	1,193	4,611	4.1	4,127	27.4	10.1	32.2	26.8	31.6	40.5	6.9	13.9	1.9	8.7
Nanticoke		19.1	.0113	5.5		26,289	.0093	1,376	4,780	6.2	4,258	25.5	9.1	31.7	25.5	34.3	42.6	6.3	12.3	2.2	10.5
Plymouth		11.9	.0070	3.3		17,169	.0060	1,443	5,203	3.9	4,436	23.6	8.1	33.1	25.6	34.0	40.5	6.5	12.2	2.8	13.6
Lycoming	259	103.4	.0612	31.3	69.2	160,869	.0566	1,556	5,140	36.0	4,463	26.5	9.0	31.5	24.2	31.9	37.8	6.8	12.8	3.3	16.2
△Williamsport		46.4	.0275	14.3		81,993	.0289	1,767	5,734	17.6	4,666	25.6	8.3	30.0	22.0	33.1	37.5	7.4	13.3	3.9	18.9
McKean		53.8	.0319	16.3	25.4	88,247	.0311	1,640	5,414	18.2	4,855	23.0	7.2	27.7	19.8	37.2	40.5	7.9	13.6	4.2	19.1
Bradford		17.4	.0103	5.4		33,860	.0119	1,946	6,270	6.4	5,298	23.2	6.6	26.0	16.8	35.5	35.5	9.3	14.7	6.0	26.4
Mercer	168	111.2	.0659	31.7	66.2	197,971	.0698	1,780	6,245	37.0	5,345	21.3	6.1	23.9	15.3	38.4	38.0	10.9	16.9	5.5	23.7

2 Bethlehem is in Lehigh and Northampton Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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Look at the Dynamic, Expanding, Scranton Market!

Retail Sales, 1956 increase over 1955	$6,558,000
Food Sales, 1956 increase over 1955	2,815,000
Drug Sales, 1956 increase over 1955	590,000
Gen. Mdse. Sales, 1956 increase over 1955	1,285,000
Gas Station Sales, 1956 increase over 1955	2,096,000
42.7% Consumer Spending Units over $4,000.00	

In the Scranton Metropolitan Area, the trend is to the SCRANTONIAN-TRIBUNE. Food advertising, total advertising and department store advertising etc. showed gains in 1956.

Get the Complete Advertising Picture in ALL Scranton Newspapers!

The Scranton Tribune (Daily) **THE SCRANTONIAN** (Sunday)

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Just *think* of what you're missing—if you're missing the Sharon, Pa. market! Family incomes average $7,654—that's 25% above the state average and 33% above the U. S. average. And this market's growing even richer! Look at the listings, and you'll see what we mean.

How can you sell this market? The Sharon Herald is the only paper that does an inside job. Is it working for you?

The Sharon Herald

Gallagher-DeLisser, Inc., National Representatives

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNA. COUNTIES CITIES (continued)	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units: $0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-8,999 % Units	$7,000-8,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Sharon-Farrell-Sharpsville		*46.4*	*0.276*	*13.0*		*95,177*	*.0535*	*$2,051*	*7,321*												
Sharon		27.2	.0161	7.9		60,457	.0213	2,223	7,653	9.8	6,145	17.2	4.3	20.2	11.4	40.9	35.1	13.8	18.6	7.9	30.6
Greenville		9.6	.0057	3.0		18,648	.0066	1,943	6,216	3.9	4,826	28.4	9.0	20.4	14.4	37.7	41.3	9.4	16.2	4.1	19.1
Grove City		7.8	.0046	2.5		17,389	.0061	2,229	6,956	3.2	5,470	22.8	6.3	20.8	13.0	39.5	38.2	10.8	16.5	6.1	26.0
Farrell		13.5	.0080	3.4		23,168	.0082	1,716	6,814	4.5	5,159	19.9	5.9	29.3	19.5	35.3	36.2	10.6	17.1	4.9	21.3
Mifflin		**42.3**	**.0251**	**12.1**	**17.1**	**57,130**	**.0201**	**1,351**	**4,721**	**13.4**	**4,262**	**26.7**	**9.5**	**33.6**	**27.1**	**31.2**	**38.7**	**5.8**	**11.3**	**2.7**	**13.4**
Lewistown		14.0	.0083	4.4		23,737	.0084	1,696	5,395	5.2	4,584	25.5	8.5	31.2	23.3	32.8	37.8	6.8	12.4	3.7	18.0
Monroe		**35.5**	**.0210**	**10.5**	**14.8**	**57,706**	**.0204**	**1,626**	**5,496**	**13.5**	**4,270**	**31.7**	**11.3**	**30.8**	**24.7**	**27.5**	**34.1**	**6.7**	**13.1**	**3.3**	**16.8**
Stroudsburg-East Stroudsburg		*13.9*	*.0088*	*4.1*		*25,066*	*.0038*	*1,803*	*6,119*												
Stroudsburg		6.5	.0039	1.9		12,216	.0043	1,879	6,429	2.5	4,813	24.6	7.8	31.2	22.3	31.6	34.7	8.0	13.8	4.6	21.4
Montgomery	106	**463.0**	**.2743**	**127.9**	**276.9**	**1,084,433**	**.3821**	**2,342**	**8,479**	**153.5**	**7,066**	**19.0**	**4.1**	**20.5**	**9.9**	**34.7**	**26.0**	**13.2**	**15.5**	**12.6**	**44.5**
Lower Merion Township		57.1	.0338	17.1		224,440	.0791	3,931	13,125	22.4	10,002	26.9	4.1	16.3	5.6	19.1	10.1	11.7	9.7	26.0	70.5
Norristown		39.7	.0235	9.5		69,299	.0244	1,746	7,295	12.2	5,693	19.3	5.1	26.4	16.0	36.3	33.7	10.9	15.9	7.1	29.3
Pottstown		26.0	.0154	7.7		54,882	.0193	2,111	7,128	9.2	5,950	19.0	4.8	22.4	13.0	39.1	34.7	11.7	16.4	7.8	31.1
Jenkintown		5.5	.0033	1.6		15,452	.0054	2,809	9,658	2.4	6,482	29.9	7.0	19.7	10.5	27.0	22.0	11.4	14.6	12.0	45.9
Lansdale		11.3	.0067	3.4		23,661	.0083	2,094	6,959	3.8	6,300	15.0	3.6	22.5	12.3	38.9	32.6	15.3	20.2	8.3	31.3
Abington Township		41.5	.0246	12.0		106,630	.0376	2,569	8,886	13.6	7,827	16.2	3.2	16.1	7.1	36.3	24.4	16.3	17.4	15.1	47.9
Cheltenham Township		32.1	.0190	8.9		120,414	.0424	3,751	13,530	11.2	10,765	15.0	2.1	14.4	4.6	27.8	13.6	16.3	12.6	26.5	67.1
Conshohocken		11.0	.0065	2.6		21,453	.0076	1,950	8,251	3.3	6,521	14.1	3.3	21.4	11.2	41.6	33.7	13.7	17.5	9.2	34.3
Hatboro		7.1	.0042	2.1		17,100	.0060	2,408	8,143	2.5	6,851	12.8	2.8	19.3	9.7	42.1	32.5	15.7	19.1	10.1	35.9
Souderton		5.2	.0031	1.6		12,445	.0044	2,393	7,778	1.9	6,505	14.3	3.3	23.9	12.5	38.7	29.9	16.0	20.6	9.1	33.7
Montour		**16.4**	**.0097**	**3.6**	**7.2**	**16,774**	**.0059**	**1,023**	**4,659**	**4.5**	**3,691**	**37.3**	**15.4**	**32.3**	**30.0**	**23.7**	**33.9**	**4.9**	**11.0**	**1.8**	**9.7**
Northampton	4	**187.9**	**.1113**	**53.7**	**141.9**	**336,317**	**.1185**	**1,790**	**6,263**	**64.4**	**5,222**	**21.6**	**6.3**	**25.9**	**17.1**	**36.4**	**36.8**	**11.0**	**17.5**	**5.1**	**22.3**
2▲Bethlehem		73.5	.0435	20.5		141,432	.0498	1,924	6,899	26.4	5,352	21.6	6.1	25.3	16.3	35.9	35.4	11.5	17.9	5.7	24.3
Easton-Wilson (Pa.)-Phillipsburg (N. J.)		*63.7*	*.0377*	*18.5*		*118,438*	*.0417*	*1,859*	*6,409*												
▲Easton		35.4	.0210	10.2		63,812	.0225	1,803	6,256	10.2	6,250	3.7	.9	31.0	17.1	45.0	38.0	13.3	17.7	7.0	26.3
Northumberland		**111.7**	**.0662**	**32.5**	**80.9**	**147,979**	**.0521**	**1,325**	**4,553**	**35.8**	**4,139**	**27.7**	**10.2**	**34.4**	**28.4**	**29.7**	**37.9**	**5.9**	**11.9**	**2.3**	**11.6**
Sunbury		15.7	.0093	5.0		25,658	.0090	1,634	5,132	5.7	4,478	26.5	9.0	31.9	24.5	31.0	36.6	7.2	13.3	3.4	16.6
Shamokin		16.1	.0095	4.7		22,073	.0078	1,371	4,696	5.1	4,326	27.8	9.8	32.8	25.9	30.0	36.7	6.4	12.4	3.0	15.2
Mount Carmel		13.0	.0077	3.7		16,319	.0058	1,255	4,411	4.1	3,941	32.1	12.4	35.2	30.5	25.3	34.0	5.0	10.7	2.4	12.4
Perry		**24.3**	**.0144**	**6.9**	**2.1**	**31,269**	**.0111**	**1,287**	**4,532**	**7.8**	**4,022**	**31.4**	**11.9**	**30.3**	**25.9**	**30.1**	**39.5**	**6.2**	**12.9**	**2.0**	**9.8**
Philadelphia	106	**2180.3**	**1.2916**	**638.0**	**2180.3**	**4,132,767**	**1.4562**	**1,896**	**6,478**	**793.9**	**5,206**	**24.7**	**7.2**	**25.3**	**16.8**	**33.8**	**34.3**	**10.5**	**16.7**	**5.7**	**25.0**
▲Philadelphia		2180.3	1.2916	638.0		4,132,767	1.4562	1,896	6,478	793.9	5,206	24.7	7.2	25.3	16.8	33.8	34.3	10.5	16.7	5.7	25.0
Pike		**8.9**	**.0052**	**3.0**		**12,390**	**.0044**	**1,392**	**4,130**	**3.1**	**4,007**	**34.4**	**13.1**	**30.5**	**26.0**	**27.2**	**35.9**	**5.2**	**10.9**	**2.7**	**14.1**
Potter		**15.9**	**.0095**	**4.8**	**3.2**	**20,050**	**.0070**	**1,261**	**4,359**	**5.4**	**3,688**	**37.3**	**15.4**	**33.2**	**30.8**	**22.7**	**32.6**	**4.9**	**11.1**	**1.9**	**10.1**
Schuylkill		**102.8**	**.1142**	**54.5**	**112.7**	**261,203**	**.0921**	**1,355**	**4,793**	**61.4**	**4,256**	**28.0**	**10.0**	**32.0**	**25.8**	**30.8**	**38.2**	**6.5**	**12.8**	**2.7**	**13.2**
Pottsville		23.2	.0137	6.8		37,061	.0131	1,597	5,450	8.2	4,518	30.0	10.1	29.9	22.6	29.1	34.1	6.9	12.7	4.1	20.5
Shenandoah		14.7	.0087	4.0		19,530	.0069	1,329	4,883	4.8	4,046	28.2	10.6	34.4	29.1	29.4	38.5	6.1	12.6	1.9	9.2
Tamaqua		11.8	.0070	3.6		17,957	.0063	1,522	4,988	4.1	4,373	22.8	7.9	31.5	24.7	36.3	43.9	7.3	14.0	2.1	9.5
Mahanoy City		10.3	.0061	3.0		13,646	.0048	1,325	4,540	3.2	4,288	27.2	9.6	33.5	26.9	30.3	37.3	6.1	11.9	2.9	14.3
Snyder		**23.6**	**.0139**	**6.3**	**3.7**	**26,201**	**.0092**	**1,110**	**4,159**	**7.2**	**3,623**	**37.2**	**15.6**	**33.6**	**31.7**	**23.1**	**33.8**	**4.5**	**10.4**	**1.6**	**8.5**
Somerset	70	**79.0**	**.0468**	**21.8**	**17.0**	**92,853**	**.0327**	**1,175**	**4,258**	**24.4**	**3,811**	**32.5**	**12.9**	**35.3**	**31.9**	**25.7**	**35.6**	**4.6**	**10.0**	**1.9**	**9.8**
Somerset		6.2	.0037	1.7		10,580	.0037	1,706	6,221	2.4	4,466	27.2	9.3	28.8	22.1	34.1	40.3	6.6	12.4	3.3	15.9
Sullivan		**5.8**	**.0034**	**1.5**		**6,028**	**.0022**	**1,076**	**4,019**	**1.6**	**3,700**	**38.4**	**15.8**	**30.7**	**28.4**	**24.6**	**35.2**	**4.3**	**9.7**	**2.0**	**10.9**

2 Bethlehem is in Lahigh and Northampton Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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Look Beyond The Page Where Your Advertising Appears



for example, look at The Inquirer's Page One

Reader interest guides make-up of this "showcase" page. Its neat, crisp format draws and pleases the eye. Dramatic headlines and pictures add impact to a thoughtful balance of news from city, nation and world.

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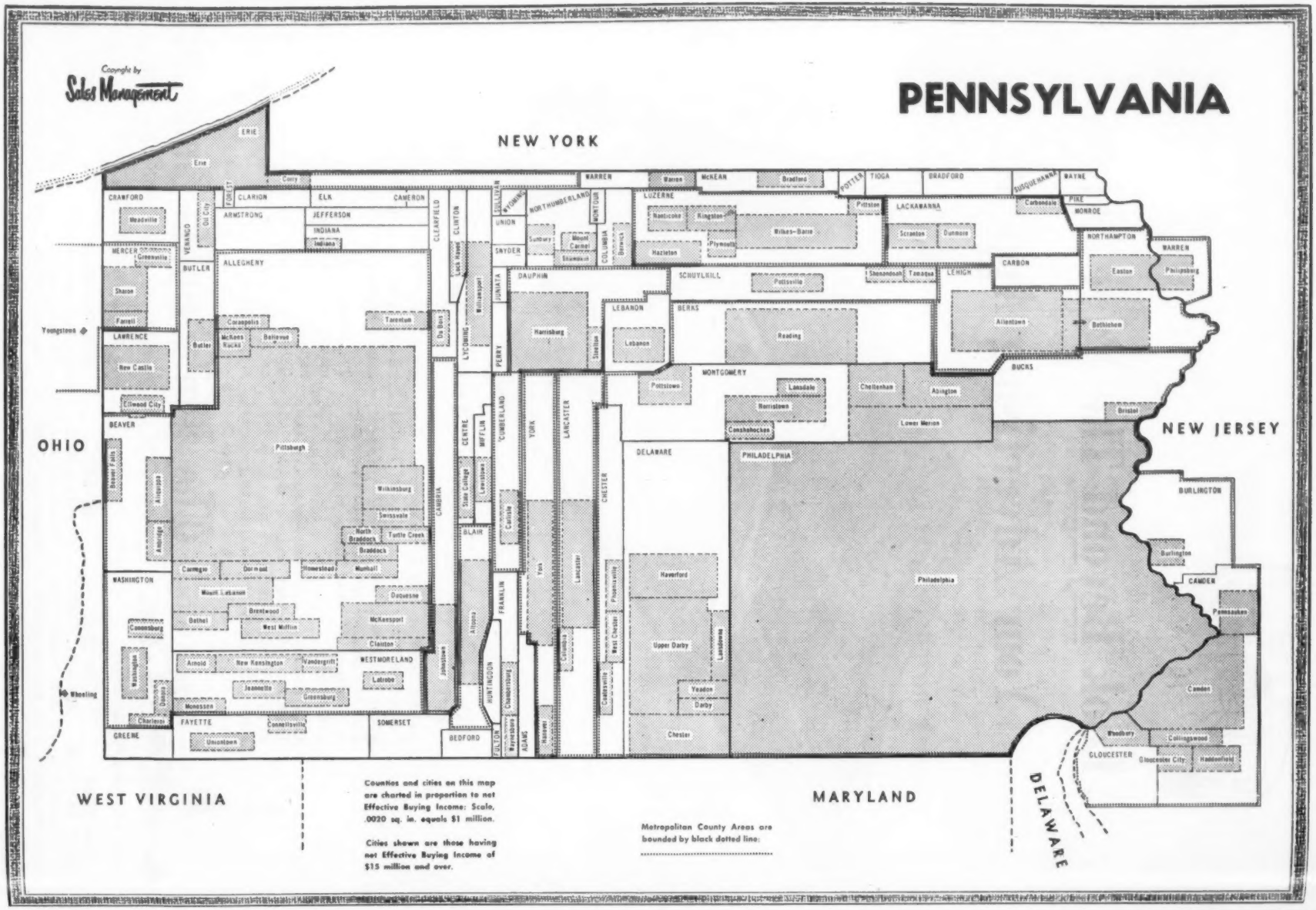
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Tarentum
BURLINGTON
Burlington
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Gloucester City
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Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0020 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
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PENNA. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Susquehanna		30.1	.0173	8.4	5.5	37,325	.0131	1,240	4,443	9.4	3,961	34.0	13.0	30.2	26.1	27.5	36.7	6.1	12.9	2.2	11.3
Tioga		35.7	.0211	10.5	7.1	45,981	.0162	1,268	4,379	12.1	3,789	35.9	14.4	31.9	28.8	24.9	34.8	5.3	11.6	2.0	10.4
Union		24.7	.0147	6.0	5.7	30,739	.0108	1,244	5,123	8.6	3,575	41.9	17.8	29.4	28.2	22.4	33.2	4.3	10.0	2.0	10.8
Venango		64.7	.0383	18.4	37.6	83,448	.0294	1,290	4,535	19.4	4,301	27.1	9.6	31.7	25.2	32.2	39.6	6.3	12.3	2.7	13.3
[1]Oil City		19.7	.0117	6.1		29,042	.0102	1,474	4,761	6.5	4,462	26.7	9.1	30.1	23.2	33.1	39.2	6.9	12.8	3.2	15.7
[1]Franklin		10.4	.0062	3.3		16,996	.0060	1,634	5,150	3.7	4,565	25.8	8.6	28.0	21.1	35.3	40.8	7.7	14.1	3.2	15.4
Warren		41.4	.0245	11.8	14.9	59,168	.0209	1,429	5,014	13.2	4,469	27.5	9.3	30.2	23.3	32.3	38.2	6.5	12.2	3.5	17.0
Warren		14.9	.0088	5.0		27,637	.0097	1,855	5,527	5.5	5,020	21.6	6.5	28.9	19.7	36.9	38.9	7.8	13.0	4.8	21.9
Washington	108	220.6	.1307	63.1	93.5	339,001	.1194	1,537	5,372	71.6	4,732	23.9	7.7	28.8	20.9	35.1	39.2	8.5	15.0	3.7	17.2
Washington		25.9	.0153	7.7		43,809	.0154	1,691	5,689	9.8	4,488	27.6	9.3	28.8	22.2	32.5	38.2	7.8	14.5	3.3	15.8
Charleroi		9.5	.0056	2.8		16,693	.0059	1,757	5,962	3.3	5,105	17.6	5.2	24.9	16.8	43.9	45.4	9.8	16.0	3.8	16.6
Canonsburg		13.2	.0078	3.9		20,069	.0071	1,520	5,146	4.4	4,590	24.3	8.0	28.5	21.4	36.4	41.9	7.6	13.8	3.2	14.9
Donora		11.4	.0068	3.5		19,586	.0069	1,718	5,596	3.7	5,332	15.3	4.4	24.8	15.9	44.9	44.5	10.6	16.6	4.4	18.6
Monongahela		9.0	.0053	2.8		14,114	.0050	1,568	5,041	2.9	4,839	20.5	6.4	28.2	20.0	39.4	43.0	8.4	14.5	3.5	16.1
Wayne		28.9	.0159	7.6	5.7	32,767	.0116	1,218	4,311	8.4	3,889	35.0	13.7	33.2	29.3	24.3	33.0	5.0	10.7	2.5	13.3
Honesdale		5.7	.0034	1.9		9,035	.0032	1,585	4,755	2.0	4,409	26.2	9.0	34.8	27.1	29.1	34.9	6.6	12.5	3.3	16.5
Westmoreland	108	330.2	.1957	92.9	159.3	495,885	.1747	1,502	5,338	103.7	4,781	23.0	7.3	28.9	20.8	35.8	39.5	8.5	14.8	3.8	17.6
Greensburg-South Greensburg-Southwest Greensburg		*26.8*	*.0159*	*7.9*		*60,191*	*.0177*	*1,873*	*6,565*												
Greensburg		19.3	.0114	5.6		37,351	.0132	1,935	6,670	6.9	5,391	21.9	6.2	26.1	16.7	36.4	35.6	9.3	14.4	6.3	27.1
New Kensington-Arnold		*36.2*	*.0214*	*10.5*		*60,695*	*.0214*	*1,677*	*5,780*												
New Kensington		26.2	.0155	7.7		44,060	.0155	1,682	5,722	8.8	4,991	22.3	6.8	27.9	19.2	35.5	37.6	9.8	16.4	4.5	20.0
Jeannette		16.5	.0098	4.8		26,233	.0092	1,590	5,465	5.3	4,974	19.2	5.9	28.5	19.6	39.7	42.2	8.6	14.5	4.0	17.8
Latrobe		12.2	.0072	3.3		22,470	.0079	1,842	6,809	4.2	5,320	23.1	6.6	26.3	17.0	35.5	35.3	8.8	13.8	6.3	27.3
Monessen		19.5	.0116	5.4		33,325	.0117	1,709	6,171	6.4	5,244	16.7	4.8	26.2	17.2	41.5	41.9	11.3	17.9	4.3	18.2
Vandergrift		9.3	.0055	2.7		14,907	.0053	1,603	5,521	3.3	4,555	20.0	6.7	29.9	22.4	40.2	46.7	7.6	14.0	2.3	10.2
Arnold		10.0	.0059	2.8		16,635	.0059	1,664	5,941	3.4	4,957	17.3	5.3	30.4	21.1	38.6	41.1	10.2	17.1	3.5	15.4
Irwin		5.9	.0035	1.8		12,073	.0043	2,046	6,707	2.2	5,546	19.4	5.3	22.2	13.7	40.4	38.5	12.2	18.3	5.8	24.2
Wyoming		16.5	.0097	4.8		20,689	.0073	1,254	4,310	5.6	3,722	38.6	15.7	33.2	30.7	22.1	31.4	3.6	8.1	2.5	14.1
York	167	215.0	.1274	64.4	116.4	360,818	.1272	1,678	5,603	74.1	4,869	23.1	7.2	29.9	21.1	34.2	37.1	8.4	14.4	4.4	20.2
▲York		63.0	.0373	19.7		118,006	.0416	1,873	5,990	23.6	4,992	22.8	7.0	28.7	19.7	34.8	36.8	8.9	14.9	4.8	21.6
Hanover		14.9	.0088	4.6		27,252	.0096	1,829	5,924	5.4	5,014	22.7	6.9	29.5	20.2	34.4	36.3	8.4	13.9	5.0	22.7
Total Above Cities		6,119.1	3.6248	1,789.3		11,869,079	4.1823	1,940	6,633	2,198.8	5,398	23.0	6.5	25.3	16.1	34.8	34.0	10.7	16.6	6.2	26.8
State Total		11119.8	6.5874	3189.8	7856.8	19,464,219	6.8586	1.750	6.102	3758.3	5.179	23.8	7.0	26.5	17.6	34.2	34.9	10.0	16.0	5.5	24.5

1 "Information received too late for inclusion above indicates that the area between Oil City and Franklin has been sufficiently developed for these two cities to qualify for a multiple-city listing."

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

WICU, ERIE . . . THE PICK OF THE PACKED HOUSES . . .

When a market area sizzles with restless bulldozers, riveting guns, expanding industries and additional transportation arteries — rest assured the forecast indicates a continuation of the phenomenal growth and development of the Erie area. For example . . .

- Employment in Erie County manufacturing plants rose steadily in 1956 to a reported total of 45,650. This figure exceeds by 4,250 the mark set in 1955.
- Kaiser Aluminum recently took out a building permit for the construction of a $400,000 factory building.
- Contracts for future construction totaling $2,451,000 were awarded during the month of November, 1956.
- The construction of a 46-mile $62,000,000 freeway in Erie County.

Now's the time to enhance your clients spot TV franchise over WICU—for *greater viewing* and *more families per advertising dollar.*

For further marketing details contact Petry or Ben McLaughlin, WICU Station Manager.

WICU

ERIE, PA. CHANNEL 12

OWNED AND OPERATED BY

EDWARD LAMB ENTERPRISES

REPRESENTED BY:

- WICU—channel 12. Edward Petry Co., Inc.
- Erie Dispatch. Reynolds—Fitzgerald, Inc.
- WIKK—N.B.C. Edward Petry Co., Inc.

PENNA.

Cont. from page 612

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Coraopolis	Allegheny	10.4	170	37	39	6	15	8	11	15	10	8
Corry	Erie	8.6	158	29	17	19	16	12	14	15	9	3
Darby	Delaware	15.3	161	28	27	11	20	13	8	12	8	9
Donora	Washington	11.4	147	42	24	16	13	5	7	7	8	6
Dormont	Allegheny	13.3	112	30	17	16	6	10	8	7	5	4
Doylestown	Bucks	5.5	137	19	19	6	17	10	10	17	12	5
Du Bois	Clearfield	11.6	235	65	36	19	23	20	13	20	9	4
Dunmore	Lackawanna	20.9	204	48	56	28	5	11	7	14	4	7
Duquesne	Allegheny	17.1	222	82	54	10	16	12	5	13	7	8
Easton	Northampton	35.4	735	211	120	59	87	53	21	47	22	17
Ellwood City	Lawrence	13.5	204	47	28	15	24	12	12	14	13	8
Ephrata	Lancaster	7.7	188	31	20	20	19	17	14	16	5	6
Erie	Erie	138.5	1,723	428	350	150	134	79	68	163	90	50
Etna	Allegheny	7.2	85	24	21	2	10	3	5	6	4	5
Farrell	Mercer	13.5	157	38	28	12	15	7	3	19	8	4
Franklin	Venango	10.4	207	43	22	16	20	10	24	33	10	5
Gettysburg	Adams	7.3	187	32	25	14	20	18	14	21	9	5
Greensburg	Westmoreland	19.3	381	91	64	31	38	21	30	38	14	10
Greenville	Mercer	9.6	156	26	23	9	17	14	15	16	8	5
Grove City	Mercer	7.8	135	25	12	13	17	9	15	14	7	3
Hanover	York	14.9	377	103	43	28	42	22	25	33	21	10
Harrisburg	Dauphin	93.0	1,367	305	292	109	144	74	54	108	36	69
Hatboro	Montgomery	7.1	102	13	10	9	12	11	7	10	8	4
Haverford Township	Delaware	49.5	•	•	•	•	•	•	•	•	•	•
Hazleton	Luzerne	34.8	572	150	88	58	63	51	31	37	17	15
Homestead	Allegheny	9.3	259	60	65	21	37	8	8	10	13	10
Honesdale	Wayne	5.7	152	18	21	20	14	12	16	12	7	7
Huntingdon	Huntingdon	8.0	172	24	22	10	21	16	13	14	11	7
Indiana	Indiana	12.6	271	47	30	21	29	23	20	35	17	7
Irwin	Westmoreland	5.9	141	28	20	13	14	5	10	18	9	4
Jeannette	Westmoreland	16.5	261	73	48	20	22	11	12	25	18	9
Jenkintown	Montgomery	5.5	125	14	16	7	19	10	11	6	2	7
Johnstown	Cambria	65.0	825	241	167	65	71	32	33	58	41	22

Continued on page 628

METRO. AREAS	Area No.	POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	E. B. I. ESTIMATES, 1956: Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Allentown-Bethlehem-Easton	4	451.9	.2676	131.0	337.1	818,341	.2883	1,811	6,247
Altoona	5	135.4	.0802	39.7	100.3	195,490	.0689	1,444	4,924
Erie	46	236.1	.1399	68.7	184.1	424,907	.1497	1,800	6,185
Harrisburg	62	323.0	.1914	95.7	220.5	572,917	.2018	1,774	5,957
Johnstown	70	293.4	.1738	79.0	148.7	389,819	.1373	1,329	4,934
Lancaster	75	242.5	.1437	69.5	122.4	480,664	.1694	1,982	6,916
△Lebanon	223	83.6	.0495	24.1	49.7	132,730	.0468	1,588	5,507
△New Castle	236	107.1	.0635	31.0	62.7	182,767	.0644	1,707	5,896
Philadelphia[1]	106	4,211.1	2.4948	1,210.3	3,508.3	8,359,349	2.9455	1,985	6,907
Pittsburgh	108	2,355.6	1.3955	676.3	1,855.0	4,269,759	1.5044	1,813	6,313
Reading	116	260.4	.1542	77.3	175.5	495,104	.1744	1,901	6,405
Scranton	134	253.6	.1502	73.2	239.9	370,977	.1307	1,463	5,068
Wilkes-Barre-Hazleton	163	374.9	.2221	105.2	318.3	540,716	.1906	1,442	5,140
△Williamsport	258	103.4	.0612	31.3	69.2	160,889	.0566	1,556	5,140
York	167	215.0	.1274	64.4	116.4	380,818	.1272	1,678	5,803
Total Above Areas		9,647.0	5.7150	2,776.7	7,508.1	17,755,227	6.2560	1,840	6,394

1 Includes Camden, N. J.

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Before using these figures, read foreword, page 11.

like putting the big Pittsburgh Market in a box... and delivering it!

KDKA 2 TV

Channel 2, Pittsburgh's pioneer TV station, wraps up the whole Tri-State Area for you! More viewers, higher tune-in, than any other station in this tremendously wealthy market. Call John Stilli in Pittsburgh, or "Bink" Dannenbaum, in New York.

SALES MANAGEMENT FIGURES FOR KDKA-TV

Population	4,472,500
Television Homes	1,200,000
Effective Buying Income	$7,853,234,000
Total Retail Sales	$4,847,573,000
Food Sales	$1,273,827,000
Drug Sales	$173,004,000
Automotive Sales	$781,398,000

KDKA 1020 Radio

Pennsylvania's most powerful independent (50,000 watts, clear channel) station covers the entire Pittsburgh Trading Area. You never heard it so good! Music, news, service—top power, top shows, top audience! Call Don Trageser in Pittsburgh, or "Bink" Dannenbaum.

SALES MANAGEMENT FIGURES FOR KDKA-RADIO

Population	5,878,900
Radio Homes	1,684,300
Effective Buying Income	$9,265,342,000
Total Retail Sales	$6,010,740,000
Food Sales	$1,559,199,000
Drug Sales	$218,438,000
Automotive Sales	$986,649,000

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

RADIO—**BOSTON,** WBZ+WBZA; **PITTSBURGH,** KDKA; **CLEVELAND,** KYW; **FORT WAYNE,** WOWO; **CHICAGO,** WIND; **PORTLAND,** KEX . . . TELEVISION—**BOSTON,** WBZ-TV; **PITTSBURGH,** KDKA-TV; **CLEVELAND,** KYW-TV; **SAN FRANCISCO,** KPIX

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reach the WHEELING-STEUBENVILLE market — richest steel and coal area in the world . . . at lowest cost per thousand — on WSTV-TV, Channel 9, CBS-ABC, Steubenville, Ohio.



SEE our ad on page 743

PENNA.

Cont. from page 626

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Kingston	Luzerne	21.3	401	106	100	27	10	24	27	32	19	9
Kittanning	Armstrong	7.8	211	39	24	15	27	16	20	19	17	6
Lancaster	Lancaster	65.3	1,026	273	170	98	107	64	51	81	28	29
Lansdale	Montgomery	11.3	193	28	26	19	27	18	17	14	9	6
Lansdowne	Delaware	13.0	96	18	4	12	10	13	8	12	6	4
Latrobe	Westmoreland	12.2	218	53	30	10	27	12	21	22	12	7
Lebanon	Lebanon	32.7	562	127	99	61	59	31	26	54	9	13
Lemoyne	Cumberland	5.1	77	16	10	12	1	4	8	10	2	3
Levittown-Fairless Hills	Bucks	58.9	*	*	*	*	*	*	*	*	*	*
Lewistown	Mifflin	14.0	303	65	47	12	33	23	20	25	19	8
Lock Haven	Clinton	12.6	205	36	35	11	18	17	24	15	5	6
Lower Merion Township	Montgomery	57.1	*	*	*	*	*	*	*	*	*	*
Mahanoy City	Schuylkill	10.3	204	60	58	10	18	7	11	12	2	5
McKeesport	Allegheny	51.5	710	220	142	38	65	34	23	56	19	27
McKees Rocks	Allegheny	16.1	284	82	71	18	17	16	17	18	12	11
Meadville	Crawford	20.0	346	69	53	17	35	32	23	42	22	5
Media	Delaware	6.3	150	27	23	7	16	6	10	17	7	9
Monessen	Westmoreland	19.5	236	73	48	16	30	10	10	12	8	8
Monongahela	Washington	9.0	160	49	22	11	20	7	9	9	12	5
Morrisville	Bucks	8.9	106	22	22	11	12	4	5	7	6	4
Mount Carmel	Northumberland	13.0	222	66	44	10	28	15	7	12	10	5
Mount Oliver	Allegheny	6.8	132	37	34	9	7	10	7	8	2	8
Mount Lebanon Township	Allegheny	31.9	*	*	*	*	*	*	*	*	*	*
Munhall	Allegheny	18.2	81	31	19	5	1	2	6	7	2	3
Nanticoke	Luzerne	19.1	395	113	86	44	33	22	12	18	14	10
New Castle	Lawrence	50.8	717	194	101	37	64	32	47	83	42	21
New Kensington	Westmoreland	26.2	357	84	65	36	52	15	14	27	11	12
Norristown	Montgomery	39.7	639	149	119	63	74	48	25	47	10	15

Continued on page 632

RETAIL SALES — SM ESTIMATES, 1958

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

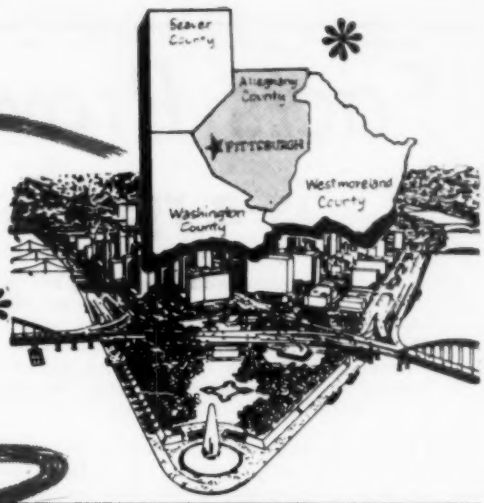
COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		45,469	.0237	3,552	.0236	86	86	7,962	2,980	2,902	1,028	2,160	10,018	3,648	4,784	1,114
Gettysburg		19,935	.0104		.0065	151	242	3,344	1,180	1,190	965	986	6,122	1,063	1,004	687
Allegheny	108	1,912,094	.9932	4,126	1.0277	108	105	303,157	149,377	343,749	125,400	107,890	298,349	98,055	85,007	65,533
▲Pittsburgh		1,050,893	.5459		.4800	120	136	214,595	88,838	290,093	73,814	63,179	130,068	41,755	29,409	35,017
McKeesport		89,392	.0464		.0365	120	152	23,386	5,719	9,937	12,984	8,455	10,486	4,253	5,617	2,814
Homestead-West Homestead-Munhall		*56,578*	*.0294*		*.0224*	*122*	*160*	*15,243*	*4,344*	*3,977*	*3,511*	*1,408*	*19,434*	*1,721*	*2,782*	*1,764*
Braddock		40,663	.0211		.0123	131	224	9,253	2,319	3,357	4,373	5,864	8,827	1,018	2,254	968
Wilkinsburg		40,237	.0209		.0228	121	111	10,464	902	3,207	2,815	2,332	13,187	1,706	1,348	1,716
Homestead		39,166	.0203		.0102	185	369	10,475	2,393	3,615	3,474	1,289	11,541	841	1,920	1,435
McKees Rocks		29,537	.0153		.0116	122	161	11,434	2,383	950	722	1,096	6,970	1,448	1,699	896
Carnegie		28,774	.0149		.0100	137	204	9,730	1,695	1,590	1,814	1,054	6,861	1,194	1,818	777
Clairton		24,634	.0128		.0129	98	97	6,640	1,584	1,121	1,539	1,175	7,440	1,150	2,093	883
Mount Lebanon Township		23,209	.0121		.0280	148	64	10,218	326	809	1,495	243	4,402	2,321	545	1,690
Tarentum		19,181	.0100		.0072	126	175	6,457	773	1,833	1,762	902	2,417	1,021	2,224	797
Dormont		31,831	.0165		.0122	154	209	4,358	1,240	959	570	2,637	18,403	1,049	356	985
Turtle Creek		19,124	.0099		.0088	105	118	5,986	1,544	726	1,300	1,325	3,350	1,179	1,815	679
Duquesne		16,393	.0085		.0094	93	84	5,874	1,787	375	752	784	2,027	1,250	1,427	733
Coraopolis		19,953	.0104		.0078	126	168	6,001	1,476	436	1,648	1,144	3,418	1,040	1,707	1,124
Sewickley		12,543	.0065		.0057	154	176	4,165	587	942	654	414	2,740	783	403	604
Mount Oliver		23,405	.0122		.0070	175	305	6,426	1,567	1,473	526	2,685	7,490	1,082	334	820
Bellevue		13,532	.0070		.0084	115	96	6,799	105	842	482	622	2,350	761	330	665
Bethel		4,000	.0021		.0088	84	20	1,454	554	174	129	208	107	712	137	72
Brentwood		23,915	.0124		.0127	125	122	12,171	1,227	767	303	812	4,882	1,083	393	655
Munhall		11,855	.0062		.0098	91	57	4,254	1,358	268	37	119	4,578	564	223	329
North Braddock		4,186	.0022		.0060	71	26	2,179	452	65	...	193	503	414	30	206
Swissvale		12,543	.0065		.0095	95	65	6,785	915	232	454	433	1,208	601	146	692
West Mifflin		2,781	.0014		.0103	72	10	1,328	236	20	...	89	234	672	115	67
Etna		22,266	.0116		.0066	153	270	4,705	782	355	695	300	12,718	458	517	377
Armstrong		64,492	.0335	2,854	.0396	84	71	17,385	3,450	6,741	3,556	3,434	12,366	5,220	5,170	1,699
Kittanning		23,445	.0122		.0071	154	265	5,362	1,000	2,894	2,172	1,192	5,537	1,516	2,003	657

*Not Available.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.

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PITTSBURGH . . .



*The Busy, Progressive, Renaissance City of The Nation's 8th Largest Metropolitan Area**

HAS MONEY TO SPEND

SALES—Pittsburgh Metropolitan Area	
Retail	$2,617,236,000
Food	$697,365,000
General Merchandise	$416,436,000
Furniture - Household - Radio	$152,354,000
Automotive	$433,221,000
Net Effective Buying Power	$4,269,759,000

SALES—Pittsburgh (Allegheny Co.) Area	
Retail	$1,912,094,000
Food	$503,157,000
General Merchandise	$343,749,000
Furniture - Household - Radio	$107,890,000
Automotive	$299,349,000
Net Effective Buying Power	$3,065,066,000

Source: Sales Management Survey of Buying Power, 1957

THE PITTSBURGH PRESS . . .



The Busy, Progressive Leader of Pittsburgh's Newspapers, Has the Coverage, Acceptance and Readership to Promote Sales!

CIRCULATION			
Pittsburgh Metropolitan Area			
PRESS (E)	271,965		
S-T (E)	153,785	P-G (M)	211,322

CIRCULATION			
Pittsburgh (Allegheny County) Area			
PRESS (E)	239,078		
S-T (E)	120,081	P-G (M)	171,595

Source: A.B.C. Audit Reports 3-31-56

The Pittsburgh Press Total Circulation is, of course, the leader with 298,189 against P-G total of 269,645, and S-T total of 180,241.

Represented by The General Advertising Department Scripps-Howard Newspapers, 230 Park Avenue, New York City. Offices in Chicago, Cincinnati, Detroit, Dallas, Philadelphia, San Francisco.



The Pittsburgh Press

No. 1 in Daily and Sunday Circulations

- Automotive Advertising
- Retail Advertising
- Total Advertising
- General Advertising
- Classified Advertising

Facts Prove ALTOONA

is a real Pay-off Market . . .

Whether you're pushing sales of everyday necessities or the higher priced durables, income distribution in the Altoona Metropolitan Area promises you a husky plus.

In the "up to $4,000" income group, there are 58% of the area's consumer spending units, with 34.1% of the income.

In the $2,500 to $7,000 bracket—the all-important market for plus food buying and household items—there are 62.5% of the units, with 62.8% of the income.

And if your product is an automobile, television set, refrigerator or washer, Metropolitan Altoona presents a "can't miss" sales target—with 40.2% of the spending units in the "$4,000 and up" group, holding 65.9% of the buying power.

No wonder Altoona is a pay-off market for advertisers . . . who consistently recognize this fact with record linage in the Altoona Mirror—carrying millions more lines than many of the country's big metropolitan papers.

1956 RETAIL SALES $134,793,000*

in Metropolitan Altoona, Pa.

*Sales Management 1957 Survey of Buying Power

Altoona Mirror

Altoona Pennsylvania's Only Evening Newspaper

95.1% Coverage of All Homes in the City Zone

RICHARD E. BEELER, Advertising Manager

PENNA.

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Beaver	108	**190,269**	**.0989**	**3,344**	**.1189**	**99**	**82**	**51,120**	**11,588**	**19,939**	**13,262**	**13,633**	**35,866**	**12,508**	**12,274**	**5,705**
Aliquippa-Rochester-Beaver Falls-New Brighton		*68,739*	*.0358*		*.0316*	*123*	*139*	*18,591*	*3,314*	*11,460*	*3,589*	*3,338*	*11,948*	*3,964*	*6,700*	*1,996*
Beaver Falls		34,787	.0181		.0146	123	152	7,733	1,441	3,646	3,506	3,012	9,304	1,242	1,631	941
Aliquippa		34,755	.0181		.0188	111	106	10,705	2,126	7,343	1,627	1,461	4,647	1,920	2,107	1,022
Ambridge		39,692	.0206		.0139	143	212	10,391	2,233	3,200	3,866	4,291	8,749	1,135	1,506	1,350
Rochester		18,088	.0094		.0060	146	229	5,215	865	2,256	1,534	793	3,453	1,031	1,153	422
Beaver		15,896	.0083		.0068	148	180	2,671	323	1,861	428	1,084	3,848	1,003	3,440	551
1 Ellwood City																
Bedford		**46,337**	**.0240**	**4,212**	**.0195**	**83**	**102**	**7,886**	**5,174**	**4,126**	**963**	**974**	**9,259**	**9,306**	**3,946**	**547**
Bedford		16,869	.0088		.0044	191	383	2,512	1,767	1,414	590	397	3,824	2,470	1,428	334
Berks	116	**306,647**	**.1593**	**3,967**	**.1658**	**108**	**103**	**74,102**	**22,571**	**38,428**	**20,294**	**17,942**	**56,641**	**16,596**	**18,624**	**6,764**
▲Reading		176,551	.0917		.0808	121	137	43,585	12,286	28,790	18,213	11,020	27,368	7,035	8,299	4,322
Blair	5	**134,793**	**.0701**	**3,395**	**.0715**	**89**	**87**	**36,099**	**7,624**	**19,042**	**7,719**	**8,418**	**25,480**	**9,505**	**7,149**	**3,345**
▲Altoona		88,426	.0459		.0436	96	102	23,979	4,561	15,356	6,470	6,356	15,139	5,149	3,492	2,199
Bradford		**51,264**	**.0266**	**3,329**	**.0268**	**87**	**86**	**10,980**	**2,081**	**3,912**	**2,022**	**2,118**	**13,641**	**3,044**	**3,214**	**1,065**
Bucks	106	**253,271**	**.1316**	**3,346**	**.1535**	**101**	**87**	**62,120**	**20,135**	**20,582**	**8,603**	**12,472**	**49,173**	**16,671**	**23,243**	**6,606**
Levittown-Fairless Hills		*61,554*	*.0319*		*.0393*	*115*	*91*	*16,839*	*4,358*	*15,559*	*3,444*	*3,247*	*5,781*	*2,995*	*5,348*	*1,780*
Bristol		31,142	.0162		.0125	116	150	8,180	2,038	1,687	1,933	2,990	7,303	1,261	1,800	855
Doylestown		18,646	.0097		.0059	179	294	4,194	793	919	1,142	785	5,004	993	2,082	542
Quakertown		18,317	.0095		.0059	155	250	3,901	1,881	873	897	1,282	5,243	1,156	1,171	322
Morrisville		17,925	.0093		.0074	140	175	4,234	2,053	1,571	400	552	4,882	912	1,422	850
Butler		**104,482**	**.0542**	**3,705**	**.0542**	**91**	**91**	**22,696**	**7,270**	**11,218**	**4,872**	**4,696**	**21,737**	**11,002**	**7,202**	**2,581**
Butler		58,430	.0304		.0185	134	220	11,487	3,252	9,014	4,420	3,466	11,219	4,701	2,280	1,483
Cambria	70	**187,787**	**.0976**	**3,283**	**.1070**	**84**	**77**	**45,999**	**11,158**	**40,254**	**9,120**	**7,951**	**33,291**	**11,729**	**10,747**	**3,652**
▲Johnstown		112,675	.0585		.0437	114	152	24,518	6,152	33,569	6,822	4,909	17,109	4,469	6,086	2,256
Cameron		**8,855**	**.0046**	**4,661**	**.0044**	**105**	**110**	**2,324**	**861**	**491**	**719**	**429**	**1,379**	**928**	**710**	**187**
Carbon		**44,697**	**.0232**	**2,921**	**.0273**	**85**	**72**	**12,942**	**2,630**	**5,198**	**1,550**	**2,520**	**9,023**	**2,542**	**3,383**	**907**
Centre		**61,850**	**.0321**	**3,726**	**.0350**	**90**	**82**	**14,650**	**4,092**	**4,705**	**3,661**	**2,765**	**11,917**	**5,289**	**6,461**	**2,042**
State College-Bellefonte		*34,486*	*.0179*		*.0186*	*120*	*116*	*8,382*	*2,456*	*2,478*	*2,580*	*1,486*	*6,106*	*1,799*	*4,364*	*1,449*
State College		20,440	.0106		.0138	117	90	4,449	1,797	789	1,651	499	3,631	1,106	3,304	985
Bellefonte		14,026	.0073		.0048	130	197	3,933	639	1,689	929	987	2,474	693	1,060	464

1 Ellwood is in Beaver and Lawrence Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
© SM, 1957.

CONNELLSVILLE–SOUTH CONNELLSVILLE

$123,318,000 INCOME • $75,715,000 RETAIL SALES

Connellsville—South Connellsville—50 miles distant from Pittsburgh—is the self contained shopping center for 86,381 people whose retail needs are soaring rapidly under the impact of expanding industries and increasing wages.

Sales in Connellsville stores are currently 62% above average expectations. Food sales are almost double—92% above par volume. Drug store sales are double—100% above. General merchandise sales show an 80% plus . . . automotive 62% . . . apparel 87% . . . furniture and appliances 40% . . . lumber and hardware 85%.

Busy Connellsville—South Connellsville is your only key to this growing market—the Connellsville Courier your prime selling influence. It covers the twin cities plus Dunbar, Scottdale, Mount Pleasant and a large portion of surrounding Fayette County.

The DAILY COURIER . . . Connellsville, Pa.

Represented by
The Julius Mathews Special Agency, Inc.

PENNA. — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Chester	106	199,300	.1036	4,178	.1113	103	96	42,766	13,985	11,733	9,775	14,745	36,703	13,087	18,321	5,814
West Chester		44,202	.0230		.0147	156	245	10,070	2,190	3,822	2,772	3,908	9,131	1,605	4,472	995
Coatesville		29,352	.0152		.0112	135	183	6,597	1,673	2,532	2,461	4,773	4,798	1,697	709	1,158
Phoenixville		22,924	.0119		.0100	123	147	5,704	1,441	1,418	1,629	1,465	4,819	1,407	1,763	986
Oxford		14,849	.0077		.0036	180	385	3,102	592	732	697	564	4,600	445	1,019	445
Clarion		33,940	.0176	3,283	.0178	81	80	7,765	1,917	2,643	1,485	1,698	10,197	2,270	2,609	712
Clearfield		71,051	.0369	3,130	.0386	81	77	17,916	3,348	8,687	5,117	3,899	13,318	5,228	4,068	1,504
Du Bois		22,117	.0115		.0084	122	167	5,741	975	3,873	1,849	1,633	3,517	1,154	1,074	557
Clearfield		22,362	.0116		.0074	132	207	4,860	993	2,560	2,029	1,183	5,336	1,458	1,955	631
Clinton		34,244	.0178	3,171	.0192	85	79	9,298	1,933	3,930	1,918	2,084	6,743	2,743	2,656	819
Lock Haven		23,001	.0119		.0090	120	159	5,856	1,005	3,080	1,810	1,871	4,966	822	1,343	634
Columbia		51,403	.0267	3,295	.0269	87	86	14,027	2,824	5,129	2,987	1,909	9,326	3,006	3,861	1,490
Bloomsburg		17,985	.0093		.0073	112	143	4,321	916	2,240	1,247	805	2,569	935	2,175	398
Berwick		19,752	.0103		.0084	99	121	4,827	752	2,105	1,562	481	4,940	593	604	685
Crawford		81,086	.0421	3,436	.0439	92	89	19,073	4,557	7,734	4,467	3,849	15,688	5,477	8,095	1,588
Meadville		36,400	.0189		.0151	128	160	8,960	1,821	4,756	3,269	2,282	7,359	1,960	2,573	807
Titusville		16,845	.0088		.0064	114	157	4,462	561	1,892	899	660	3,922	860	395	513
Cumberland	62	112,582	.0585	3,516	.0640	99	90	26,921	7,938	6,325	4,227	5,034	25,132	10,557	9,780	2,923
Carlisle		37,140	.0193		.0140	131	180	7,259	2,169	3,389	2,638	2,469	7,090	1,953	4,272	1,140
Lemoyne		16,244	.0084		.0050	167	280	2,539	687	213	84	455	9,141	648	726	220
Dauphin	62	275,926	.1433	4,332	.1357	107	113	50,255	22,756	46,540	22,411	14,911	54,403	16,254	13,446	9,345
▲Harrisburg		199,132	.1034		.0754	137	188	32,115	15,275	42,193	20,406	10,876	34,178	8,453	9,904	7,578
Steelton		8,637	.0045		.0060	87	65	2,314	692	452	489	284	2,093	410	563	344
Delaware	106	500,458	.2600	3,411	.3488	114	85	138,952	38,696	62,086	30,675	19,630	86,398	30,789	28,450	17,960
Chester		115,713	.0601		.0529	121	137	34,881	9,650	17,628	10,406	6,949	16,348	4,145	3,669	2,822
Upper Darby Township		127,137	.0660		.0806	130	106	28,304	7,373	14,458	13,097	5,869	23,059	6,049	11,192	5,449
Darby		27,876	.0145		.0114	125	159	9,723	1,065	4,140	3,016	530	3,875	1,261	694	822
Haverford Township		21,101	.0110		.0366	125	38	6,172	1,506	152	87	326	5,425	2,594	1,507	1,342
Media		22,951	.0119		.0067	181	322	5,171	1,863	621	920	723	7,803	1,574	1,121	820
Lansdowne		11,727	.0061		.0097	126	79	2,368	1,046	97	489	995	5,170	589	183	441
Yeadon		3,193	.0017		.0071	93	22	1,487	212	81	46	...	131	347	...	333
Clifton Heights		17,755	.0092		.0091	110	111	9,692	1,012	628	306	276	2,923	773	401	486
Elk		32,682	.0170	3,404	.0184	89	83	11,243	1,657	1,855	2,267	1,861	6,049	2,229	2,639	914
Erie	46	277,821	.1443	4,044	.1461	104	103	64,800	18,098	39,785	16,794	15,064	56,210	16,676	20,454	7,153
▲Erie		208,896	.1085		.0947	117	134	50,247	13,623	36,120	14,460	12,872	35,792	10,802	15,569	5,607
Corry		12,613	.0066		.0053	104	129	3,511	528	864	608	606	3,010	1,063	697	361
Fayette		149,596	.0777	2,939	.0884	81	71	41,376	9,588	26,385	7,634	8,266	22,673	9,865	10,705	4,261
Uniontown		56,643	.0294		.0182	146	235	12,632	2,752	12,536	3,596	4,580	6,934	2,751	5,183	1,733
Connellsville-South Connellsville		*25,076*	*.0130*		*.0104*	*109*	*137*	*6,944*	*1,547*	*3,602*	*1,879*	*1,128*	*4,401*	*1,100*	*2,109*	*962*
Connellsville		24,663	.0128		.0092	116	162	6,707	1,309	3,575	1,879	1,123	4,401	1,062	2,036	962
Brownsville		13,682	.0071		.0052	116	158	3,800	582	1,575	1,298	745	3,408	508	234	528
Forest		3,915	.0020	3,263	.0020	77	77	731	330	210	28	127	1,409	388	118	66
Franklin		92,998	.0483	4,305	.0420	93	107	18,102	4,211	10,502	4,572	4,987	22,151	6,308	7,189	2,098
Chambersburg		44,760	.0233		.0148	133	210	8,093	1,747	5,442	3,457	2,843	9,306	2,449	3,246	980
Waynesboro		20,711	.0108		.0080	129	174	5,128	694	1,944	1,061	1,334	7,487	593	493	797
Fulton		8,382	.0044	3,224	.0040	69	76	1,244	1,236	850	29	133	1,215	1,799	555	66
Greene		27,071	.0141	2,219	.0196	75	53	6,800	1,640	3,893	1,017	975	6,096	2,810	1,632	639
Waynesburg		14,008	.0073		.0047	138	215	3,757	648	1,463	851	594	3,524	820	505	555
Huntingdon		29,618	.0153	2,668	.0177	75	65	7,965	1,629	2,558	1,824	1,660	5,772	2,020	2,214	524
Huntingdon-Mount Union		*22,539*	*.0116*		*.0085*	*112*	*153*	*5,718*	*906*	*1,952*	*1,769*	*1,557*	*4,071*	*940*	*1,918*	*485*
Huntingdon		16,845	.0088		.0060	128	187	3,783	732	1,795	1,237	1,225	2,907	661	1,267	421

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.



Readership..... BRINGS RESPONSE!

LACKAWANNA COUNTY COVERAGE*: 71%

SCRANTON CITY ZONE*: 80% COVERAGE

There is Only ONE 3RD MARKET in Pennsylvania... SCRANTON-WILKES-BARRE!

Population (EXCLUDING HAZLETON)	629,000
Households	178,240
Consumer Spendable Income	$874,797,000
Retail Sales	529,789,000
Food Sales	142,779,000

Source: SRDS Consumer Markets-December 1956

*Figures ascertained by The Times: Using ABC Auditor's Report, year ending June 30, 1956, as a source.

A PULITZER PRIZE WINNER

The Scranton Times

GEORGE A. McDEVITT CO., INC., *National Representatives* • New York, Chicago, Philadelphia, Pittsburgh, Detroit

PENNA. *Cont. from page 628* City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
N. Braddock	Allegheny	14.2	92	60	12	4	0	2	1	3	3	2
Oil City	Venango	19.7	254	57	33	21	35	14	14	19	12	5
Oxford	Chester	3.3	103	15	20	7	8	5	14	8	8	4
Palmyra	Lebanon	7.6	116	30	6	18	6	7	11	11	5	2
Philadelphia	Philadelphia	2180.3	25336	7,350	4852	2363	2802	1372	483	956	766	1224
Phoenixville	Chester	13.8	210	54	33	10	23	15	12	23	7	10
Pittsburgh	Allegheny	677.8	7,304	2,113	1458	814	587	388	170	401	255	327
Pittston	Luzerne	14.3	278	71	52	22	42	19	7	15	8	8
Plymouth	Luzerne	11.9	192	65	38	9	11	17	12	13	5	5
Pottstown	Montgomery	26.0	395	70	59	26	51	33	25	35	20	13
Pottsville	Schuylkill	23.2	448	87	76	35	63	29	23	31	9	12
Punxsutawney	Jefferson	9.7	180	37	22	11	21	15	19	19	9	4
Quakertown	Bucks	6.4	207	46	29	17	22	16	13	18	11	4
Reading	Berks	113.1	1,716	482	319	160	176	102	46	107	39	48
Rochester	Beaver	7.0	144	29	26	9	19	5	8	12	8	5
Scranton	Lackawanna	128.1	1,706	511	332	161	155	76	51	111	48	63
Sewickley	Allegheny	6.3	84	18	18	3	9	3	6	10	3	3
Shamokin	Northumberland	16.1	398	98	76	32	47	27	22	29	10	13
Sharon	Mercer	27.2	365	82	47	23	49	24	29	30	21	15
Shenandoah	Schuylkill	14.7	276	61	67	18	42	17	17	10	9	5
Somerset	Somerset	6.2	144	28	16	9	9	13	17	16	14	4
Souderton	Montgomery	5.2	116	34	8	21	9	6	3	9	3	5
State College	Centre	19.9	146	20	26	7	24	5	9	16	6	4
Steelton	Dauphin	11.6	130	44	28	8	8	4	7	6	2	6
Stroudsburg	Monroe	6.5	215	53	30	16	24	14	21	22	5	8

Continued on page 633

RETAIL SALES — SM ESTIMATES, 1956

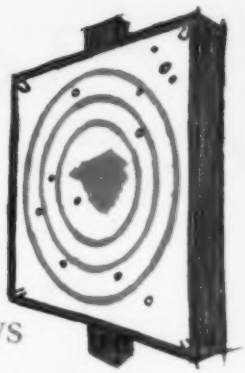
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Indiana		61,321	.0319	2,977	.0354	80	72	15,771	2,946	6,068	4,107	3,149	12,339	4,601	5,380	1,381
Indiana		31,480	.0164		.0109	145	219	5,374	1,169	4,033	3,482	2,095	6,722	1,521	2,679	747
Jefferson		42,901	.0223	3,131	.0230	83	80	11,619	1,605	3,893	2,286	2,309	9,899	2,558	3,221	932
Punxsutawney		16,020	.0083		.0062	109	146	4,431	558	1,868	1,023	987	2,744	713	1,194	468
Juniata		11,991	.0062	2,858	.0065	75	71	2,036	498	1,328	134	170	3,465	328	1,638	61
Lackawanna	134	241,179	.1253	3,295	.1330	89	83	64,062	18,329	36,131	19,858	15,933	36,324	12,048	9,072	6,293
▲Scranton		152,429	.0792		.0749	99	104	34,700	10,928	29,179	15,575	12,565	21,556	5,685	4,884	3,630
Carbondale		19,016	.0099		.0088	93	104	5,104	1,138	1,418	1,571	834	4,965	841	994	581
Dunmore		13,062	.0068		.0098	79	55	4,107	1,216	1,562	183	571	2,476	949	272	489

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

For Metropolitan Area Summaries, Rankings and Per Family Sales, turn to pages 123-194

Don't miss Lancaster, Penna.



FAMILY BUYING INCOME IS **$6,916**

TOPS ALL PENNSYLVANIA STANDARD METROPOLITAN AREAS.
OVER 600 DIVERSIFIED INDUSTRIES—ONE OF AMERICA'S LEADING AGRICULTURAL COUNTIES.

THE LANCASTER MARKET IS BLANKETED BY . . .

Intelligencer Journal. LANCASTER NEW ERA SUNDAY NEWS

NEW YORK OFFICE: 45 West 45th St. JUdson 2-4354

CRESMER and WOODWARD, INC. Chicago ★ Detroit ★ Atlanta ★ San Francisco ★ Los Angeles

PENNA.

Cont. from page 632

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Sunbury	Northumberland	15.7	277	67	39	12	41	14	20	17	14	4
Swissvale	Allegheny	16.9	117	41	24	9	8	2	1	8	1	9
Tamaqua	Schuylkill	11.8	187	42	51	6	17	10	13	18	10	4
Tarentum	Allegheny	9.6	187	48	29	13	22	7	7	19	12	8
Titusville	Crawford	9.5	155	32	18	6	21	13	11	15	8	3
Turtle Creek	Allegheny	14.1	169	48	43	10	15	5	7	16	5	5
Uniontown	Fayette	21.1	508	107	113	55	51	28	37	36	24	11
Upper Darby Township	Delaware	104.6	*	*	*	*	*	*	*	*	*	*
Vandergrift	Westmoreland	9.3	152	41	24	7	18	13	10	15	6	7
Warren	Warren	14.9	236	54	35	14	30	22	14	22	14	6
Washington	Washington	25.9	518	113	110	26	61	26	37	57	24	18
Waynesboro	Franklin	10.5	178	46	20	6	19	14	23	10	10	9
Waynesburg	Greene	5.7	142	23	15	15	14	13	9	24	6	5
West Chester	Chester	15.9	305	57	57	29	36	28	19	20	18	5
West Mifflin	Allegheny	24.3	44	19	6	2	0	2	1	11	1	1
Wilkes-Barre	Luzerne	74.0	1,271	319	312	112	121	69	31	86	33	37
Wilkinsburg	Allegheny	31.9	264	80	18	26	28	18	19	22	11	17
Williamsport	Lycoming	46.4	866	34	106	56	74	34	30	85	18	19
Yeadon	Delaware	12.8	53	13	8	3	3	0	2	5	0	7
York	York	63.0	1,194	314	211	86	113	82	56	99	27	26

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lancaster	75	298,780	.1552	4,299	.1600	111	108	58,569	16,622	39,157	14,962	15,365	57,972	18,658	21,260	6,167
▲Lancaster		136,273	.0708		.0536	139	183	27,600	7,176	28,336	10,986	7,999	25,056	6,533	3,784	3,387
Ephrata		20,434	.0106		.0067	146	230	2,833	667	1,632	930	1,003	4,482	940	2,274	492
Columbia		12,208	.0063		.0068	94	88	3,709	703	522	1,428	694	2,638	395	333	483
Lawrence	236	107,046	.0556	3,453	.0615	97	88	29,088	5,805	11,258	6,096	8,453	18,414	8,112	7,392	2,981
△New Castle		71,284	.0370		.0333	111	123	19,599	3,788	8,940	4,980	5,984	11,225	4,542	4,033	2,263
1 Ellwood City		19,159	.0100		.0090	113	125	6,057	832	1,854	1,071	1,296	4,330	532	1,414	594
Lebanon	223	98,544	.0512	4,089	.0487	98	103	21,675	5,026	9,511	4,900	5,622	26,585	6,934	5,167	1,780
△Lebanon		53,391	.0277		.0227	117	143	12,741	2,805	6,671	4,063	4,130	11,769	3,137	1,790	1,193
Palmyra		15,277	.0079		.0056	124	176	3,518	282	823	447	520	6,206	809	723	463
Lehigh	4	263,513	.1369	4,459	.1323	109	113	51,006	18,285	57,316	18,385	15,357	42,135	15,220	13,902	6,174
▲Allentown		192,236	.0999		.0826	124	150	37,862	13,304	52,765	14,974	12,009	25,103	9,557	7,177	4,498
2▲Bethlehem																
Luzerne	163	332,242	.1726	3,158	.1915	86	78	89,521	23,398	47,477	25,638	20,432	54,402	18,239	15,794	7,404
▲Wilkes-Barre		112,716	.0586		.0474	109	134	24,032	7,675	29,684	14,378	7,149	8,988	4,844	2,159	2,180
▲Hazleton		47,821	.0248		.0217	105	120	12,596	2,743	7,762	4,350	3,783	8,616	1,643	2,221	1,370
Kingston		34,397	.0179		.0150	119	142	7,014	2,208	1,991	270	752	15,321	1,618	2,433	552
Pittston		18,472	.0096		.0076	89	113	4,626	1,086	2,293	2,514	1,556	2,242	817	401	496
Nanticoke		19,682	.0102		.0100	88	90	5,765	1,191	1,549	1,332	1,213	4,554	898	531	479
Plymouth		10,731	.0056		.0061	87	80	3,188	771	514	635	1,619	1,340	517	676	295
Lycoming	259	108,771	.0565	3,475	.0575	94	92	26,029	8,676	14,961	7,251	5,592	20,280	8,979	5,740	2,539
△Williamsport		75,029	.0390		.0317	115	142	15,898	4,074	13,294	6,679	4,654	13,153	5,432	2,137	1,836
McKean		54,394	.0282	3,337	.0304	95	88	14,948	2,970	3,150	4,735	2,722	12,087	4,304	3,955	1,887
Bradford		28,484	.0148		.0125	121	144	7,417	1,426	2,085	3,237	1,819	5,553	1,358	2,614	1,016
Mercer	168	134,158	.0697	4,232	.0689	105	106	33,735	6,558	15,314	8,268	8,500	27,628	8,126	12,496	3,807
Sharon-Farrell-Sharpsville		*69,357*	*.0360*		*.0351*	*120*	*131*	*16,079*	*3,299*	*10,017*	*5,408*	*5,349*	*15,280*	*5,036*	*4,685*	*2,480*
Sharon		55,020	.0286		.0225	140	178	11,665	2,066	9,111	4,796	3,599	13,910	1,955	3,559	1,942
Greenville		19,143	.0099		.0074	130	174	4,961	793	1,677	1,291	1,520	4,498	1,067	809	522
Grove City		15,209	.0079		.0063	137	172	3,724	413	1,933	1,157	579	3,583	1,116	1,527	354
Farrell		10,018	.0052		.0073	91	65	3,420	977	860	532	1,530	118	848	457	295
Mifflin		39,188	.0204	3,239	.0212	84	81	9,239	2,390	4,846	2,448	2,658	7,277	3,313	2,444	1,232
Lewistown		29,513	.0153		.0105	127	184	7,038	1,315	4,008	2,372	2,346	5,811	1,750	1,504	948
Monroe		44,893	.0233	4,276	.0214	102	111	9,820	4,959	5,983	1,731	1,658	7,437	3,303	4,246	1,155
Stroudsburg-East Stroudsburg		*30,408*	*.0158*		*.0108*	*132*	*195*	*7,818*	*1,816*	*4,767*	*1,531*	*876*	*5,878*	*1,854*	*3,534*	*851*
Stroudsburg		19,570	.0102		.0060	154	262	4,734	1,066	4,543	1,193	595	4,097	938	740	649

*Not Available.
1 Ellwood is in Beaver and Lawrence counties.
2 Bethlehem is in Lehigh and Northampton counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures, read foreword, page 11.

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Comparing the Records

Some of Montgomery County's and Norristown, Pa. *increased* sales May 10, 1957 against May 10, 1956 are as follows

	Montgomery County	Norristown
Retail Sales	$17,039,000 increase	$5,206,000 increase
Food	$10,521,000 "	$1,684,000 "
Eat & Drink Places	$ 2,741,000 "	$ 342,000 "
General Merchandise	$ 2,007,000 "	$1,053,000 "

30% of Montgomery County's *increases in retail sales came from Norristown merchants* as did also *15%* of food sales increases . . . *12%* of Eat & Drink Places increases . . . *50%* of General Merchandise sales increases, etc., etc.

With Norristown's effective buying income at an all time high of $7,295.00 per family and Montgomery County's No. 1 newspaper The Times Herald delivering all the customers, need we say more?

THE Times Herald
NORRISTOWN, PA.
National Representative—The Julius Mathews Special Agency

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNA. COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Montgomery	106	526,568	.2735	4,117	.3280	120	100	124,020	34,472	66,855	27,361	27,155	102,922	33,772	33,119	16,752
Lower Merion Township		88,027	.0457		.0600	178	135	16,881	5,886	14,430	7,202	4,602	18,942	4,585	3,310	4,087
Norristown		75,122	.0390		.0286	122	166	19,237	4,060	12,681	6,701	6,009	13,020	3,375	2,423	1,696
Pottstown		47,909	.0249		.0202	131	162	9,274	2,922	5,463	3,787	3,985	9,868	2,463	3,525	2,206
Jenkintown		40,973	.0213		.0093	297	645	5,440	1,718	8,780	1,280	1,069	16,286	845	1,694	801
Lansdale		26,185	.0136		.0096	143	203	6,918	1,221	2,048	2,010	1,225	7,264	1,116	1,434	856
Abington Township		18,124	.0094		.0265	108	38	4,083	1,766	225	277	752	6,411	2,107	455	910
Cheltenham Township		27,365	.0142		.0293	154	75	3,121	1,551	10,699	810	441	1,694	1,374	4,273	1,021
Conshohocken		16,822	.0087		.0077	118	134	4,794	1,021	893	445	971	2,814	1,705	2,025	490
Hatboro		18,030	.0094		.0067	160	224	3,729	584	780	1,639	1,031	5,466	1,039	963	765
Souderton		15,882	.0083		.0053	171	268	2,480	234	908	885	814	1,228	748	1,468	863
Montour		11,174	.0058	3,104	.0066	68	60	3,075	827	850	720	586	3,004	518	441	381
Northampton	4	212,616	.1104	3,959	.1147	103	99	56,358	13,347	25,704	17,981	13,430	31,891	11,407	14,248	6,561
2▲Bethlehem		80,483	.0418		.0461	106	96	22,301	5,915	6,264	5,914	4,009	15,264	3,941	3,876	3,315

SM Standard (▲) and Potential (△) Metropolitan County Areas.
2 Bethlehem is in Lehigh and Northampton Counties.

Before using these figures, read foreword, page 11.
© SM, 1957.

Don't miss the 3rd!



. . . above all don't miss **Penn's 3rd largest market !!!**

Bethlehem-Allentown is Pennsylvania's 3rd market any way you measure it. And Bethlehem is the choicest part of this market. Its population is up 5% over last year, buying power is up 9%, and actual buying is on the upswing too.

There's only one way to sell these Bethlehem families—tell your story in the Globe-Times (all other papers don't even reach 1/3 of them).

The Bethlehem Globe-Times
Rolland L. Adams, Publisher
Gallagher-DeLisser, Inc., National Representatives

USE ALL 3 to completely cover the Allentown-Bethlehem-EASTON Standard Metropolitan Area

Extended TV Coverage

WGLV-TV

Blanketing the A-B-E Metropolitan Area

Plus - North Delaware Valley Area

(Totals in 5.00 MV/M "A" Area)

Retail Sales $767,216,000.00

Population 556,197

Saturation Newspaper Coverage

Easton Express

102.8% City Zone Coverage

90% CZ & TA Coverage

of the Eastern Half of the Allentown-Bethlehem-EASTON Metropolitan Area

Easton-Wilson, Pa., Phillipsburg, N. J.

E. B. I. Per Family $6402

Maximum Radio Coverage

WEEX - Radio

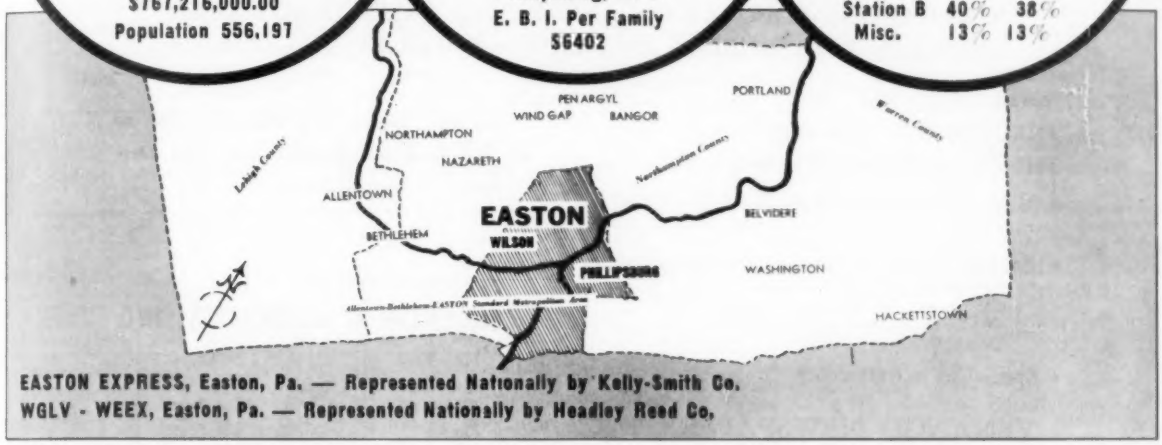
1230 KC

PULSE – (November 1956)

Easton-Phillipsburg Area

Monday thru Friday

	7 AM-1 PM	1 PM-7 PM
WEEX	47%	49%
Station B	40%	38%
Misc.	13%	13%



EASTON EXPRESS, Easton, Pa. — Represented Nationally by Kelly-Smith Co.

WGLV - WEEX, Easton, Pa. — Represented Nationally by Headley Reed Co.

PENNA.

COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Easton-Wilson (Pa)-Phillipsburg (N J)		*101,787*	*.0529*		*.0448*	*118*	*140*	*24,078*	*6,312*	*15,997*	*10,090*	*7,870*	*15,844*	*6,546*	*5,584*	*2,898*
▲Easton		76,967	.0400		.0275	131	190	19,052	4,082	13,079	9,564	6,590	9,250	2,937	4,118	2,229
Northumberland		106,015	.0551	3,262	.0558	84	83	29,731	6,074	12,469	8,723	6,246	18,852	5,665	7,614	3,299
Sunbury		30,011	.0156		.0110	118	168	5,871	933	3,699	3,179	2,035	7,326	903	1,645	690
Shamokin		26,215	.0136		.0099	104	143	6,942	1,353	3,377	2,941	1,844	3,904	1,259	1,770	1,013
Mount Carmel		12,652	.0066		.0064	83	86	4,246	703	2,048	1,356	787	1,077	488	443	490
Perry		18,735	.0097	2,715	.0113	78	67	4,993	1,727	1,281	410	405	3,395	1,779	1,793	461
Philadelphia	108	2,702,511	1.4039	4,236	1.4076	109	108	565,237	260,126	587,918	272,308	150,727	351,359	83,101	77,906	82,391
3▲Philadelphia		2,702,511	1.4039		1.4076	109	109	565,237	260,126	587,918	272,308	150,727	351,359	83,101	77,906	82,391
Pike		8,042	.0042	2,681	.0045	87	81	1,400	1,339	965	136	432	632	625	141	77
Potter		16,063	.0083	3,496	.0079	83	87	3,111	1,096	1,460	388	1,351	4,316	1,419	654	299
Schuylkill		157,830	.0820	2,896	.0935	82	72	42,132	11,045	15,800	13,745	8,680	30,740	10,441	6,093	3,858
Pottsville		43,461	.0226		.0161	118	165	8,063	2,073	8,433	7,138	3,186	7,873	1,481	760	1,059

3 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

© SM, 1957.

SUNBURY—the CENTRAL PENNSYLVANIA Market

Covered Only by Central Pennsylvania's Largest Newspaper

Sunbury is the hub of a four-county industrial-agricultural market whose families—with $221,693,000 effective buying income—lift Sunbury's retail sales a booming 67% above average proportions.

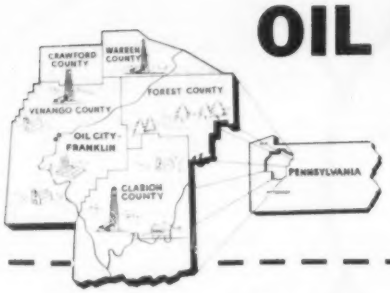
These families depend on Sunbury for *news* as well as shopping needs. To meet their news demands the Item—after completely saturating the city of Sunbury—distributes three times more circulation in the surrounding four-county area.

Income	**$221,693,000**
Retail Sales	**157,042,000**
Food	**38,516,000**
Automotive	**31,092,000**
Drug	**4,304,000**
CITY POPULATION	15,700
ABC CIRCULATION	19,616

Sunbury Daily Item

SUNBURY, PA. *Represented by The Julius Mathews Special Agency, Inc.*

OIL CITY-FRANKLIN



Pennsylvania's newest 50,000 and over (city zone population) market!

THE BIGGEST POPULATION AND RETAIL SALES TRADE AREA BETWEEN PITTSBURGH AND ERIE — POPULATION — 138,623

Served and Sold by:

THE DERRICK (morning)

THE NEWS-HERALD (evening)

- With 92% coverage of the Oil City-Franklin, city area
- Providing hard-hitting merchandising support—
  Window Displays
  Tie-in ads
  Mailings to trade
  Route lists
- Specialists in ROP color

VENANGO NEWSPAPERS, INC.
Oil City-Franklin, Penn.

For the "advertising that pays off" in western Pennsylvania, buy The Derrick-The News-Herald.

Represented nationally by:

SHANNON & ASSOCIATES, INC.

New York
Chicago
Cleveland
Detroit
Atlanta
St. Louis
Kansas City
San Francisco
Los Angeles

PENNA.

RETAIL SALES — SM ESTIMATES, 1958

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Shenandoah		16,037	.0083		.0077	89	95	3,975	1,106	1,300	1,907	1,748	2,842	335	450	746
Tamaqua		14,072	.0073		.0067	96	104	3,865	875	616	1,064	582	4,084	980	1,035	268
Mahanoy City		10,555	.0055		.0053	87	90	3,511	914	957	939	237	1,668	439	267	461
Snyder		**21,785**	**.0113**	**3,458**	**.0108**	**78**	**81**	**4,057**	**2,241**	**1,761**	**245**	**698**	**5,120**	**2,436**	**1,860**	**284**
Somerset	70	**62,381**	**.0324**	**2,862**	**.0354**	**76**	**89**	**14,993**	**3,833**	**6,443**	**1,808**	**2,707**	**12,520**	**6,579**	**4,952**	**1,339**
Somerset		21,436	.0111		.0059	159	300	4,159	1,004	1,929	625	1,119	5,644	1,077	1,896	599
Sullivan		**3,834**	**.0020**	**2,556**	**.0024**	**71**	**59**	**1,334**	**371**	**273**	**54**	**110**	**110**	**248**	**582**	**26**
Susquehanna		**26,380**	**.0137**	**3,138**	**.0142**	**80**	**77**	**8,364**	**1,510**	**1,385**	**749**	**547**	**4,725**	**1,580**	**1,721**	**394**
Tioga		**31,515**	**.0164**	**3,001**	**.0172**	**82**	**78**	**6,553**	**1,668**	**2,342**	**1,110**	**1,239**	**7,001**	**2,558**	**2,626**	**712**
Union		**18,068**	**.0094**	**3,011**	**.0112**	**76**	**64**	**4,653**	**735**	**1,297**	**639**	**977**	**4,116**	**1,736**	**1,065**	**370**
Venango		**57,150**	**.0297**	**3,106**	**.0313**	**82**	**78**	**17,017**	**2,928**	**5,471**	**4,095**	**4,472**	**9,051**	**4,958**	**2,684**	**1,487**
1Oil City		26,494	.0138		.0116	99	118	7,110	1,415	2,914	2,400	3,088	3,470	1,417	1,120	790
1Franklin		19,778	.0103		.0073	118	166	5,746	863	2,115	1,695	798	3,326	2,010	793	619
Warren		**56,001**	**.0290**	**4,746**	**.0240**	**98**	**118**	**9,433**	**2,539**	**22,570**	**2,210**	**1,911**	**6,924**	**3,431**	**2,831**	**1,011**
Warren		41,308	.0215		.0131	149	244	6,007	1,469	21,545	2,100	1,530	4,165	1,732	893	763
Washington	108	**209,393**	**.1088**	**3,318**	**.1185**	**91**	**83**	**58,468**	**12,057**	**22,855**	**14,779**	**11,884**	**42,206**	**13,640**	**15,731**	**5,084**
Washington		60,376	.0314		.0202	132	205	14,688	3,385	9,380	5,240	4,742	9,293	3,670	3,022	1,982
Charleroi		29,793	.0155		.0087	155	277	7,315	886	3,718	4,184	2,165	6,234	521	2,620	495
Canonsburg		22,103	.0115		.0086	110	147	7,111	911	983	1,542	1,479	5,970	753	965	498
Donora		12,380	.0064		.0067	99	94	3,389	646	1,216	1,091	546	3,197	488	562	406
Monongahela		14,534	.0075		.0058	109	142	4,256	510	888	1,103	510	2,786	768	2,124	567
Wayne		**24,764**	**.0129**	**3,258**	**.0129**	**81**	**81**	**6,008**	**1,597**	**2,304**	**782**	**1,187**	**3,964**	**2,084**	**1,751**	**551**
Honesdale		14,098	.0073		.0045	132	215	2,987	546	1,314	681	914	3,577	1,123	668	311
Westmoreland	108	**305,480**	**.1587**	**3,288**	**.1741**	**89**	**81**	**86,620**	**20,122**	**29,893**	**23,367**	**18,947**	**55,800**	**22,441**	**21,298**	**8,086**
Greensburg-South Greensburg-Southwest Greensburg		*57,845*	*.0300*		*.0210*	*132*	*189*	*13,312*	*2,407*	*8,220*	*5,272*	*6,712*	*11,335*	*2,481*	*2,743*	*1,581*
Greensburg		56,236	.0292		.0176	154	256	12,677	2,103	8,220	5,272	6,665	11,335	2,086	2,559	1,325
New Kensington-Arnold		*53,358*	*.0277*		*.0233*	*109*	*129*	*13,566*	*2,888*	*7,884*	*6,459*	*3,875*	*9,932*	*1,855*	*2,251*	*1,560*
New Kensington		42,803	.0222		.0175	113	143	8,086	2,427	7,686	6,293	2,476	8,705	1,274	1,672	1,021
Jeannette		24,106	.0125		.0103	105	128	7,591	1,517	1,306	2,512	1,757	3,900	1,326	1,908	686

1 Information received too late for inclusion above indicates the area between Oil City and Franklin has been sufficiently developed to qualify them for multiple-city listing.

Before using these figures, read foreword, page 11.
© SM, 1957.

NEW KENSINGTON—ARNOLD *Prosperity Based on America's Industrial Strength*

$60,695,000 Income
$53,358,000 Retail Sales

		Above Par
Retail Sales	**$53,358,000**	**29%**
Food	**13,566,000**	**44%**
General Mdse.	**7,824,000**	**46%**
Apparel	**6,459,000**	**137%**
Furniture-Hshld.	**3,275,000**	**50%**
Automotive	**9,932,000**	**22%**
Drug	**1,860,000**	**42%**

STEEL—ALUMINUM—GLASS—OIL—COAL

New Kensington-Arnold is the center of an area densely populated by industrial wage-earning families. Their incomes are at an all-time high—enabling them to indulge their shopping desires freely. Retail sales are rising rapidly. New Kensington-Arnold "packages" $60,695,000 of the area's buying power, $53,358,000 of its retail sales—and the DAILY DISPATCH delivers the market . . . with 97% home coverage. Readers are less than 20 minutes from any store in New Kensington-Arnold, "The Shopping Center of the Valley".

4 Colors Available Daily

DAILY DISPATCH . . . NEW KENSINGTON, PA.

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNA. COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Latrobe		22,715	.0118		.0089	124	164	5,895	864	3,507	1,564	1,652	3,776	1,227	2,637	655
Monessen		20,253	.0105		.0113	97	91	7,177	1,254	1,295	2,537	1,800	3,386	641	929	578
Vandergrift		14,267	.0074		.0060	109	135	4,667	568	1,446	1,115	777	3,432	845	587	474
Arnold		10,555	.0055		.0058	98	93	5,480	461	138	166	799	1,227	579	559	239
Irwin		20,880	.0108		.0061	174	309	6,603	1,383	1,243	1,243	589	5,258	1,575	1,370	408
Wyoming		19,477	.0101	4,058	.0086	89	104	3,790	1,259	930	588	170	3,952	1,581	2,528	441
1York	167	258,228	.1341	4,010	.1293	101	105	50,094	14,649	39,174	15,330	17,601	48,593	16,091	19,161	4,651
▲York		133,115	.0691		.0490	131	185	25,392	8,271	21,834	11,013	8,487	26,809	7,264	6,828	3,143
Hanover		47,285	.0246		.0139	158	280	8,585	1,462	11,679	3,192	2,782	7,151	1,773	5,141	747
Total Above Cities		9,006,620	4.6788		4.2206	116	129	2,044,515	652,943	1,643,983	766,369	542,682	1,498,123	380,871	393,032	273,417
State Total		12,087,309	6.2789	3,789	6.6305	101	95	2,882,195	898,961	1,868,325	846,303	667,596	2,056,060	600,362	661,181	341,863

METRO. AREAS		RETAIL SALES—SM ESTIMATES, 1956														
Allentown-Bethlehem-Easton	4	537,157	.2790	4,100	.2814	165	104	120,721	36,852	86,175	35,686	31,727	86,794	33,021	34,151	14,085
Altoona	5	134,793	.0701	3,395	.0715	89	87	36,099	7,624	19,042	7,719	8,418	25,480	9,505	7,149	3,345
Erie	46	277,821	.1443	4,044	.1461	104	103	64,800	18,098	39,785	16,794	15,064	56,210	16,678	20,454	7,153
Harrisburg	62	388,508	.2018	4,060	.1997	104	105	77,176	30,694	52,865	26,638	19,945	79,535	26,811	23,196	12,268
Johnstown	70	250,168	.1300	3,167	.1424	82	75	60,992	14,991	46,997	10,928	10,658	45,811	18,308	15,699	4,991
Lancaster	75	298,780	.1552	4,299	.1600	111	108	58,569	16,622	39,157	14,962	15,385	57,972	18,658	21,260	6,167
△Lebanon	223	98,544	.0512	4,089	.0487	98	103	21,675	5,028	9,811	4,900	5,622	26,585	6,934	5,167	1,780

1 Information received too late to be included above indicates that an error in the final Census Bureau tabulation overestimates retail sales in the city by $7.7 million; no change required in the county total.

Before using these figures, read foreword, page 11.
© SM, 1957.

FOUND — A $100,000,000 market in the heart of the prosperous Pennsylvania Dutch Country. Lebanon, Pa., has a sales production index 43% higher than the national average. This rich, responsive market can be reached and sold only from the inside — with the Lebanon Daily News, the paper that speaks to and for its 85,000 readers. For further information Apply: STORY, BROOKS & FINLEY, INC.

COMBINED TO SELL... LOCAL NATIONAL KQV

KQV is the only station in Pittsburgh that combines the major network programming . . . CBS . . . with a unique music policy. KQV plays the music selected through polls and surveys by its audience. Results, music by preference, not by disc jockey dictum. KQV follows through with a complete merchandising service in the two major grocery chains and the top drug chain in the tri-state area. Get the selling station and get the selling that goes with it. Buy KQV!



KQV dial 1410

Pittsburgh's CBS outlet

PENNA.

METRO. AREAS (continued)

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△New Castle	238	107,048	.0656	3,453	.0615	97	88	29,088	5,805	11,258	6,096	8,453	18,414	8,112	7,392	2,981
†Philadelphia	106	4,839,015	2.5138	3,998	2.7258	109	101	1,095,641	428,994	799,161	380,315	258,203	759,840	228,774	224,817	145,399
Pittsburgh	108	2,617,236	1.3596	3,870	1.4392	103	97	697,365	193,144	416,438	176,808	152,354	433,221	146,644	134,310	84,468
Reading	116	306,647	.1593	3,967	.1658	108	103	74,102	22,571	38,428	20,294	17,942	56,641	16,596	18,624	6,784
Scranton	134	241,179	.1253	3,295	.1330	89	83	64,062	18,329	36,131	19,858	15,933	36,324	12,048	9,072	6,293
Wilkes-Barre-Hazleton	163	332,242	.1726	3,158	.1915	86	78	89,521	231398	47,477	25,638	20,432	54,402	18,239	15,784	7,404
△Williamsport	259	108,771	.0565	3,475	.0575	94	92	26,029	6,676	14,961	7,251	5,592	20,280	8,979	5,740	2,538
York	167	258,228	.1341	4,010	.1293	101	105	60,094	14,649	39,174	15,330	17,601	48,593	16,091	19,161	4,651
Total Above Areas		10,796,135	5.6084	3,888	5.9534	104	98	2,565,934	843,473	1,696,258	769,217	603,309	1,806,102	585,396	561,986	310,118

1 Includes Camden, N. J.

© SM, 1957.

Before using these figures, read foreword, page 11.

You Can Be Sure of WESTERN PENNSYLVANIA

plus WEST VIRGINIA and EASTERN OHIO with



WWVA WHEELING, WEST VA.

50,000 WATTS • CBS RADIO

PULSE *proves* WWVA FIRST IN 43-COUNTY SURVEY

FIRST in listening audience: *three times the listeners of the next area station!*

FIRST in every quarter house: Morning, afternoon and night . . . seven days a week! WWVA reaches an area of 1,750,000 people with $2.2 Billion to spend!

30 YEARS SERVICE TO THE HEART OF INDUSTRIAL AMERICA

National Sales Offices: 118 East 57th St., New York 22

For sources of Special National Market Data, See pages 205-208

A Sales Manager's Profile of the Pittsburgh Retail Market



A.B.C. City Zone

BALANCE OF MARKET

14 counties within 50 miles of Pittsburgh where Pittsburgh department stores have free delivery.



RETAIL SALES PROFILE

POPULATION PROFILE

38.6%	1,241,318	1,971,982	61.4%

EFFECTIVE BUYING INCOME PROFILE

42.3%	$2,353,971,000	$3,205,024,000	57.7%

DRUG

50.6%	$54,842,000	$53,500,000	49.4%

FOOD

43.2%	$343,469,000	$517,862,000	56.8%

FURNITURE, HOUSEHOLD, APPLIANCES

45.8%	$89,126,000	$105,506,000	54.2%

AUTOMOTIVE

41.0%	$239,034,000	$344,298,000	59.0%

DAILY NEWSPAPER PROFILE

71.0%	209,105	PRESS	85,463	29.0%
58.4%	103,355	SUN-TELE	73,707	41.6%
54.0%	144,409	POST-GAZETTE	122,833	46.0%

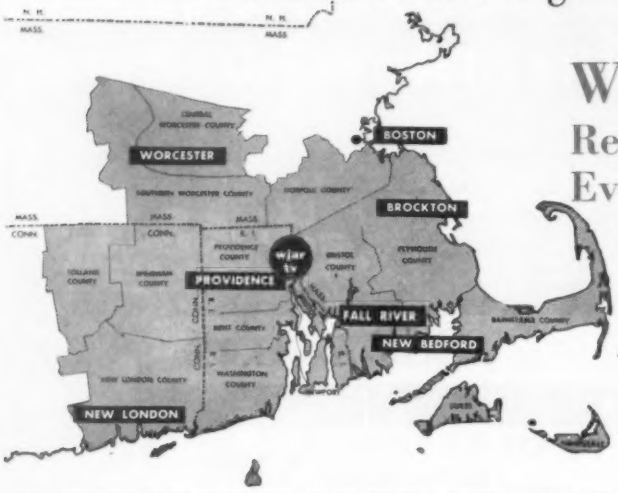
The Post-Gazette's coverage pattern most closely matches population, buying power and retail sales in the Pittsburgh Market . . . use it to route your advertising as you route your salesmen!

SOURCE:
A.B.C. 3/31/56
Sales Management 5/10/57

Pittsburgh Post-Gazette

Represented Nationally by Moloney, Regan & Schmitt

This is the Southeastern New England Market... 810,700 Homes!



WJAR-TV Channel 10
Reaches More of These Homes Every Day Than Any Other Television Station*

*A. C. NIELSEN
NCS No. 2 Survey
Spring, 1956
Check your Nielsen for extent of Channel 10 bonus area.

wjar-tv CHANNEL 10
PROVIDENCE, RHODE ISLAND

RHODE ISLAND — (Other New England States: Connecticut, Maine, Massachusetts, New Hampshire, Vermont.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Map, page 642

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Bristol	Bristol	11.1	*	*	*	*	*	*	*	*	*	*
Central Falls	Providence	24.9	265	75	61	33	6	11	4	19	7	5
Cranston	Providence	60.8	527	108	73	102	27	25	14	67	23	24
East Providence	Providence	39.2										
Newport	Newport	43.0	491	94	92	34	68	33	17	30	11	14
Pawtucket	Providence	82.1	1,072	211	200	126	86	65	38	87	35	40
Providence	Providence	249.4	3,642	752	653	484	316	206	123	235	110	132
Warwick	Kent	51.7	492	98	83	80	18	28	24	62	23	16
West Warwick	Kent	20.0	*	*	*	*	*	*	*	*	*	*
Westerly	Washington	12.9	*	*	*	*	*	*	*	*	*	*
Woonsocket	Providence	51.1	752	167	129	111	77	40	28	56	21	16

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Bristol	112	31.2	.0185	8.8	23.4	55,683	.0196	1,785	6,328	9.6	5,777	20.1	5.3	26.3	15.8	35.4	32.7	10.6	15.4	7.6	30.8
Bristol		11.1	.0066	3.1		17,816	.0063	1,605	5,747	3.5	5,154	22.2	6.6	27.9	18.8	35.6	36.9	9.1	14.8	5.2	22.9
Kent	112	83.8	.0496	24.9	81.6	146,195	.0515	1,745	5,871	26.5	5,527	18.3	5.1	26.9	16.3	38.9	37.6	10.9	16.5	5.9	24.5
West Warwick		20.0	.0118	5.4		30,480	.0107	1,523	5,641	*	*	*	*	*	*	*	*	*	*	*	*
Warwick		51.7	.0306	15.0		90,536	.0319	1,751	6,036	16.0	5,657	17.7	4.8	24.9	15.3	39.7	37.5	11.4	16.9	6.3	25.5
Newport		70.6	.0418	18.0	45.7	128,589	.0453	1,821	7,144	30.5	4,213	35.6	13.0	29.6	24.5	24.6	31.1	6.6	13.1	3.6	18.3
Newport		43.0	.0255	10.5		84,661	.0298	1,969	8,063	20.3	4,179	36.2	13.3	29.5	24.5	24.3	31.0	6.5	13.2	3.5	18.0
Providence	112	581.7	.3446	174.2	548.4	1,080,233	.3806	1,857	6,201	203.8	5,301	24.7	7.2	27.2	17.7	33.7	34.0	9.2	14.6	5.2	26.5
▲Providence		249.4	.1477	73.9		457,863	.1613	1,836	6,196	94.4	4,851	28.1	8.9	28.2	20.1	30.6	33.7	8.1	14.1	5.0	23.2
Pawtucket-Central Falls		*107.0*	*.0634*	*33.9*		*187,961*	*.0662*	*1,757*	*6,661*												
▲Pawtucket		82.1	.0486	25.8		148,549	.0523	1,809	5,758	28.3	5,251	20.1	5.9	26.3	17.2	38.3	39.0	10.3	16.6	5.0	21.3

*Not Available.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11
© SM, 1957.

RHODE ISLAND'S RICHEST MARKET
Isolated . . . Compact Easy-to-Sell . . .

$128,589,000 Income — $7,144 Per Family

Rhode Island's richest county is a compact market—easily sold, solated from outside influences. 61% of its population is concentrated in the city of Newport, where the Daily News provides saturation coverage—while 82% live in the 74%-covered city zone (50,613—ABC, Par. 28). The Daily News dominates the entire county market—reaching 63% of the homes.

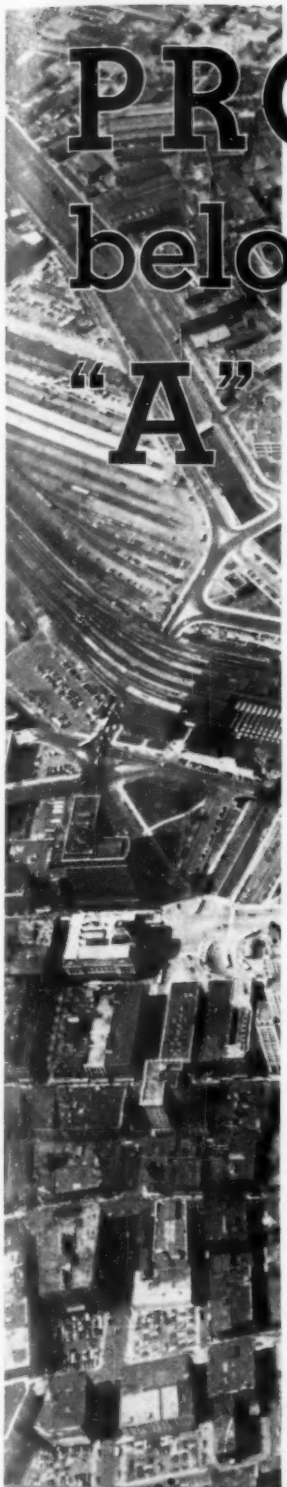
NEWPORT

	County	City
Income	$128,589,000	$84,661,000
Retail Sales	62,080,000	41,190,000
Food	16,458,000	8,507,000
Eating, Drinking	5,421,000	3,234,000
Gen. Mdse.	4,801,000	3,980,000
Apparel	3,624,000	3,564,000
Furn.-Applnces.	3,632,000	3,266,000
Automotive	9,621,000	6,444,000
Gasoline	3,694,000	1,894,000
Lumb.-Hdwre.	4,867,000	3,393,000
Drug	2,611,000	1,662,000

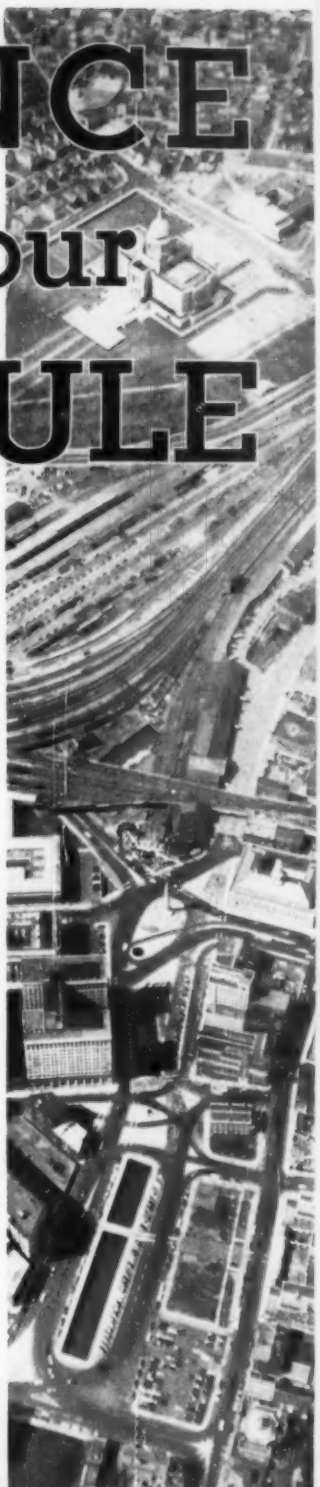
THE NEWPORT DAILY NEWS

Newport County's Only Daily
Largest Circulation in Southern Rhode Island

Represented by The Julius Mathews Special Agency, Inc.



PROVIDENCE belongs on your "A" SCHEDULE



Population of ABC Providence

513,275

Now that the ABC Providence area is rated in the over-500,000 group, with a population of 513,275, this city-state market belongs on your "A" schedule.

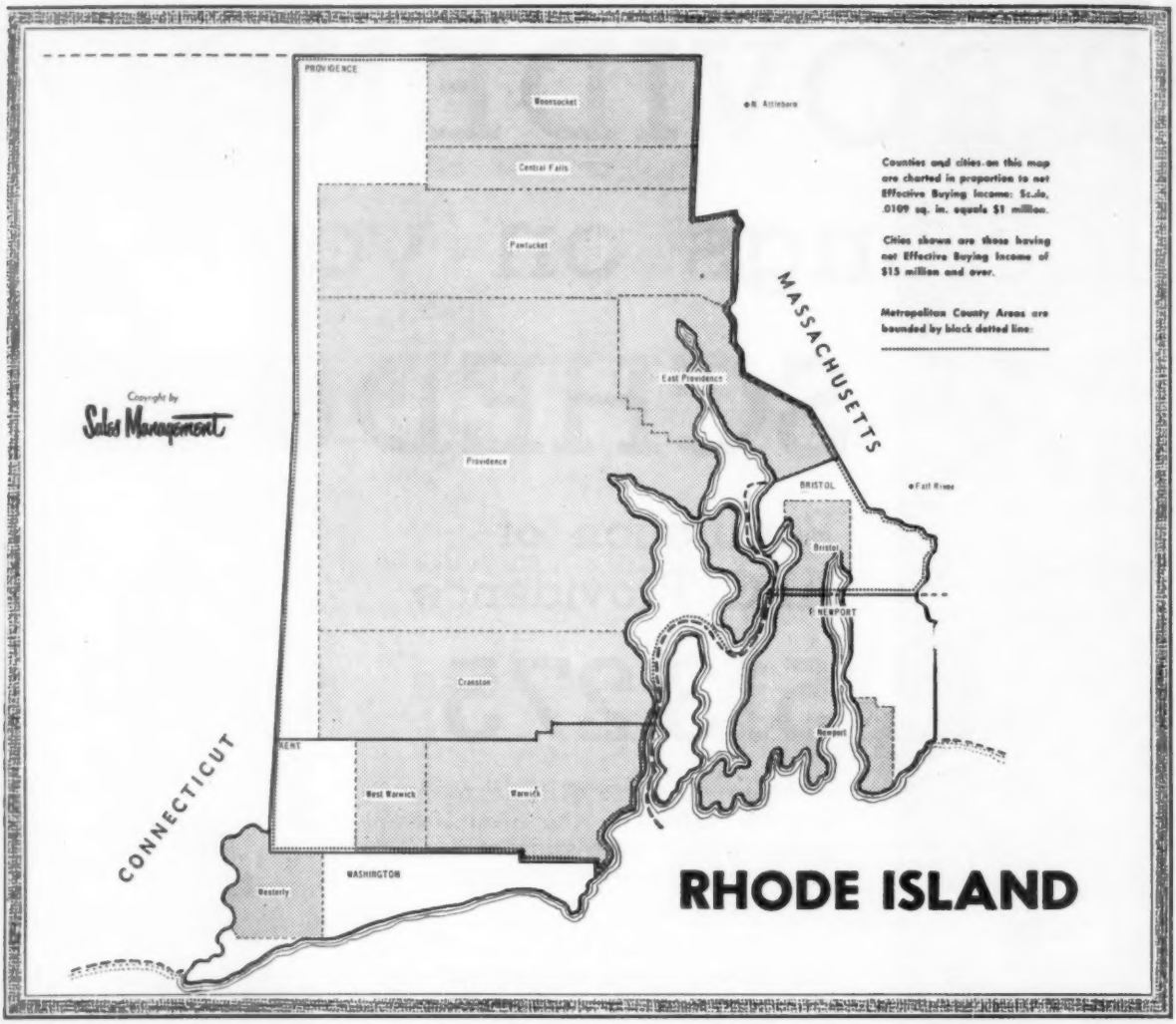
It's a compact, stable, convenient test market — one of America's best for tests — and it's dominated by The Providence Journal-Bulletin, the strongest selling force in New England's second largest market.

Journal-Bulletin Circulation over 200,000 daily

providing more than 100% coverage of ABC Providence and over 80% in the city-state region. Providence Sunday Journal circulation, over 185,000.

Providence Journal-Bulletin

Represented Nationally by Ward-Griffith Co., Inc. with offices in New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Charlotte and Portland, Ore.



RHODE ISL. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Woonsocket		51.1	.0303	15.4		87,655	.0309	1,715	5,692	17.4	5,031	23.1	7.1	27.8	19.0	35.1	37.3	9.3	15.6	4.7	21.0
Cranston		60.8	.0360	16.3		108,503	.0382	1,785	6,657	18.7	5,788	20.7	5.5	22.9	13.7	37.3	34.4	11.8	17.2	7.3	29.2
East Providence		39.2	.0232	11.4		83,770	.0295	2,137	7,348												
Central Falls		24.9	.0148	7.4		39,402	.0139	1,582	5,325	8.4	4,664	22.6	7.4	30.8	22.9	35.2	40.3	8.1	14.7	3.3	14.7

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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Before using these figures, read foreword, page 11.

WWRI

The ONLY "HOME TOWN" daily coverage of wealthy CENTRAL RHODE ISLAND

Total COVERAGE 572,000 solid citizens!

BUT we *pitch* daily to 330,000 *plus*

WEALTHY SUBURBAN BUYERS

SPENDING MORE THAN $285 MILLION ANNUALLY IN THEIR OWN LOCAL, THRIVING COMMUNITIES

MUSIC • NEWS and LOCAL LIVE PROGRAMMING

We grant a 2% cash discount to recognized advertising agencies.

WRITE, WIRE or PHONE

Paul Oury, WWRI, 1501 Main St., West Warwick, R. I., Valley 1-6200



LOOK TO WOONSOCKET

Rhode Island's *OPPORTUNITY* Market

FOR GREATER SALES — FOR GREATER PROFITS

Spot your sales here . . . and don't be fooled by population figures! Actually, Woonsocket is a 100,000-plus market surrounded by heavy-spending industrial areas.

AVERAGE SALES PER FAMILY

	Rhode Island	Woonsocket	% Lead
FOOD	**$877**	**1,084**	**22%**
APPAREL	**318**	**382**	**20%**

Source: S.M. '57 Survey

Cover 98% of this opportunity market with Woonsocket's one-and-only local daily, the

WOONSOCKET CALL

Representatives: Gilman, Nicoll & Ruthman
Affiliated: WWON, WWON-FM

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RHODE ISL. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Washington		56.0	.0332	15.3	15.9	96,426	.0340	1,722	6,302	23.2	4,151	36.5	13.5	27.9	23.2	26.0	33.5	8.4	13.0	3.2	16.8
Westerly		12.9	.0076	3.8		19,649	.0069	1,523	5,171	4.1	4,829	27.7	8.8	28.2	20.3	30.4	33.6	9.0	15.6	4.7	21.7
Total Above Cities		646.2	.3827	188.0		1,168,864	.4117	1,809	6,217	211.1	4,996	25.6	7.9	27.4	19.0	33.0	35.2	9.0	15.1	5.0	22.8
State Total		823.3	.4877	241.2	715.0	1,507,126	.5310	1,831	6,248	293.6	5,133	26.0	7.8	27.4	18.4	32.7	34.0	8.9	14.6	5.0	25.2

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Providence-Pawtucket	112	696.7	.4127	207.9	653.4	1,282,111	.4517	1,840	6,167

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Areas		696.7	.4127	207.9	653.4	1,282,111	.4517	1,840	6,167

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Bristol	112	24,885	.0130	2,828	.0174	94	70	8,324	1,451	1,201	1,479	1,565	3,954	1,680	1,398	1,313
Bristol		8,843	.0046		.0059	89	70	2,902	596	697	423	967	545	597	644	532
Kent	112	88,395	.0459	3,550	.0494	100	93	23,163	6,580	6,675	4,129	4,096	16,742	6,056	5,890	3,573
West Warwick		32,479	.0169		.0128	108	143	6,441	1,796	3,342	3,014	2,807	6,127	2,035	3,315	1,422
Warwick		41,384	.0215		.0285	93	70	13,900	3,736	3,309	610	754	7,643	3,342	1,559	1,706
Newport		62,080	.0322	3,449	.0407	97	77	16,458	5,421	4,801	3,624	3,632	9,621	3,894	4,867	2,611
Newport		41,190	.0214		.0264	104	84	8,507	3,234	3,980	3,564	3,266	6,444	1,849	3,393	1,662

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Before using these figures, read foreword, page 11.

WESTERLY

Leads All Rhode Island Cities in Sales Production

No other city in Rhode Island attracts shoppers like Westerly. The city's 191 sales production index—practically double the index for an average city of Westerly's size—outscores every other Rhode Island city . . . by a wide margin.

Westerly is the busy shopping center for 66,926 people in southwestern Rhode Island and eastern Connecticut. Family income in this high-income area is $6,182—topping the U.S. average by $446.

To sell this two-state area you need the Westerly Sun—covering the city completely, twice as many homes in the surrounding area.

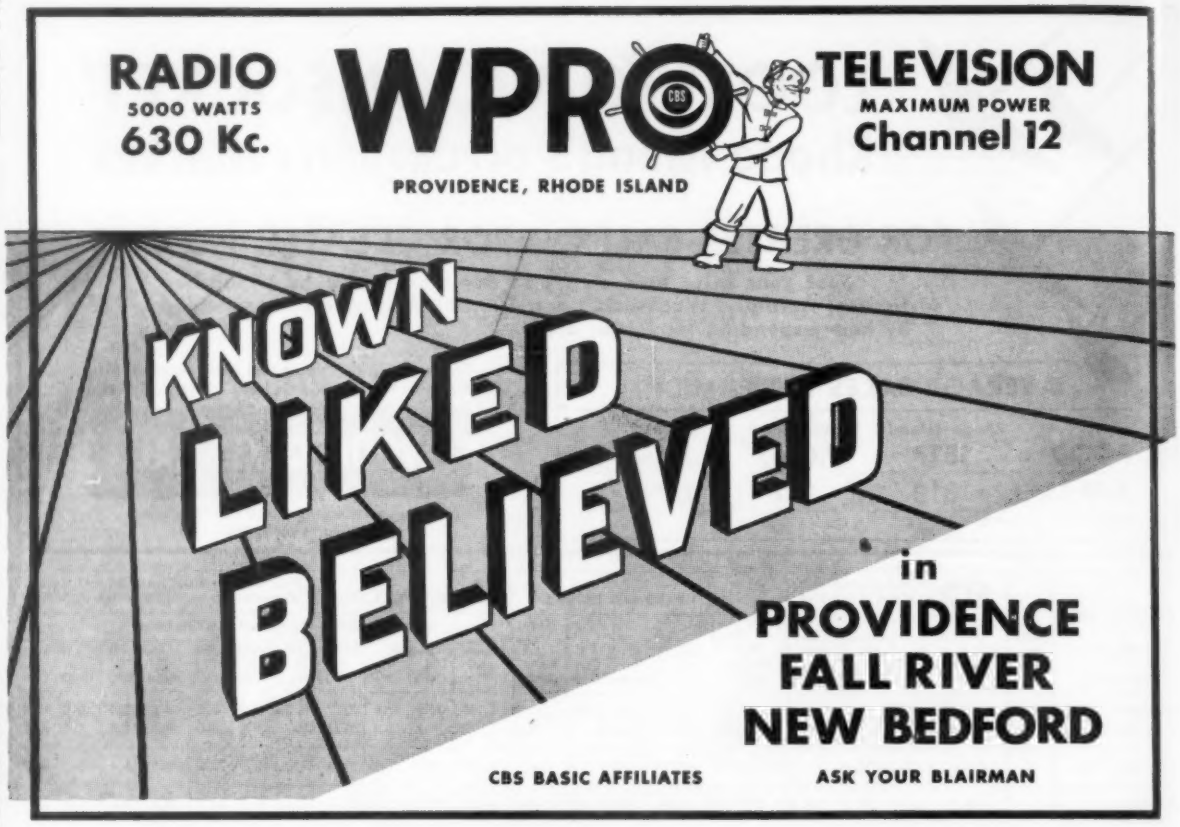
THE WESTERLY SUN . . Westerly, R.I.

Represented by The Julius Mathews Special Agency, Inc.

66,926 People
$118,994,000 Income
$82,252,000 Sales

City's Sales Prod'n. Index

Retail Sales	191	Automotive	139
Food	200	Gasoline	132
Gen. Mdse.	186	Lumb.-Hdwre.	157
Apparel	208	Drug	142
Furn.-Hshld.	197		



RHODE ISL.

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Providence	112	695,882	.3615	3,995	.3577	107	105	149,851	50,173	98,836	65,200	30,893	116,557	37,670	35,439	26,290
▲Providence		372,554	.1935		.1682	114	131	60,203	26,549	71,016	41,245	17,296	57,998	15,594	19,297	11,669
Pawtucket-Central Falls		125,663	.0653		.0654	105	103	29,584	9,204	11,618	15,451	6,181	23,043	6,079	4,516	6,069
▲Pawtucket		113,202	.0588		.0535	110	121	24,187	7,553	10,424	15,262	5,504	22,753	5,075	4,112	5,763
Woonsocket		58,451	.0304		.0306	101	100	16,706	3,823	5,852	5,883	2,836	9,711	2,856	3,724	1,793
Cranston		41,279	.0214		.0327	91	59	12,376	2,565	2,152	1,023	1,539	9,148	3,487	2,567	2,702
East Providence		47,033	.0244		.0267	115	105	16,015	1,728	4,764	739	1,365	9,044	4,047	2,012	2,020
Central Falls		12,461	.0065		.0119	80	44	5,337	1,651	1,188	189	617	289	1,004	404	306
Washington		56,703	.0295	3,706	.0325	98	89	13,974	4,252	4,580	2,455	2,167	7,527	4,203	6,641	1,453
Westerly		27,836	.0145		.0093	122	191	6,730	1,426	3,554	2,011	1,517	3,600	1,318	1,659	658
Total Above Cities		796,712	.4139		.4065	106	108	173,304	54,657	110,318	73,963	38,468	133,302	41,204	42,786	30,233
State Total		927,945	.4821	3,847	.5077	104	99	211,770	67,877	116,093	76,887	42,263	154,401	53,303	54,033	35,210

METRO. AREA		RETAIL SALES — SM ESTIMATES, 1956														
Providence-Pawtucket	112	809,162	.4204	3,892	.4345	105	102	181,338	58,204	106,712	70,808	36,464	137,253	45,406	42,525	31,148
Total Above Area		809,162	.4204	3,892	.4345	105	102	181,338	58,204	106,712	70,808	36,464	137,253	45,406	42,525	31,146

SOUTH CAROLINA — (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, Virginia, W. Virginia.)

Map, page 646

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Aiken	Aiken	11.5	245	68	26	13	15	14	17	34	8	8
Anderson	Anderson	20.7	484	130	53	40	34	32	44	68	12	16
Branden Judson	Greenville	11.8										
Camden	Kershaw	9.0	168	38	22	15	15	10	19	15	10	8
Charleston	Charleston	71.7	1,112	287	176	77	134	80	34	79	27	43
Chester	Chester	7.5	174	38	15	13	16	10	7	22	13	7
Columbia	Richland	108.0	1,188	243	153	90	120	84	68	132	44	50
Conway	Horry	6.8	185	48	14	14	14	12	14	23	9	7
Florence	Florence	25.3	422	100	52	24	49	27	23	45	18	16
Gaffney	Cherokee	9.7	199	63	16	13	14	15	17	31	8	4
Georgetown	Georgetown	14.1	174	45	10	18	14	10	13	17	8	9
Greenville	Greenville	68.1	1,044	179	137	84	84	80	74	137	37	36

Continued on page 648

© SM, 1957.

Before using these figures, read foreword, page 11.

IN SOUTH CAROLINA LOOK FIRST AT CHARLESTON!

. . . FOR THE MOST ATTRACTIVE INDUSTRIAL LOCATIONS

Charleston offers industry soft, fresh water (up to 10 BILLION gallons per day!); simple effluent disposal; wide choice of sites; ocean shipping, ample power and labor . . . good business climate.

HERE ARE A FEW OF THE MANY FIRMS WHO HAVE "DISCOVERED" CHARLESTON'S MANY ADVANTAGES:

RAYBESTOS MANHATTAN
WEST VIRGINIA PULP AND PAPER COMPANY
AMERICAN TOBACCO CO.
AMERICAN SUGAR COMPANY
MANHATTAN SHIRT CO.
BIRD AND SON, INC.
UNITED PIECE DYE WORKS
VIRGINIA-CAROLINA CHEMICAL CO.

FOR COMPLETE DATA ON THIS NEW INDUSTRIAL LOCATION WRITE:

CHARLESTON DEVELOPMENT BOARD
Charleston South Carolina

. . . THE STATE'S LEADING MARKET FOR SALES-MINDED ADVERTISERS

Charleston's great, solid growth in business and industry has created a large new market for every kind of goods. This upswing in industrial growth has made Charleston the top market (actually and potentially) in the state!

HERE ARE JUST A FEW OF CHARLESTON'S "FIRSTS":

POPULATION 198,800
Largest Metropolitan Area in South Carolina!

TOTAL CONSUMER SPENDABLE INCOME $267,932,000
Greatest source in the state!

TOTAL DRUG SALES $5,932,000
Largest in the state!
Source: SRBS "Consumer Markets," Dec. 1956

And . . . we're the only newspapers* serving and *selling* all of this big and growing market!

Circulation 95,981; Sun.-Eve. Combination; ABC Publisher's Statement, Sept. 30, 1956



The News and Courier
South Carolina's BEST READ Newspapers
CHARLESTON EVENING POST

Represented Nationally by
THE JOHN BUDD COMPANY

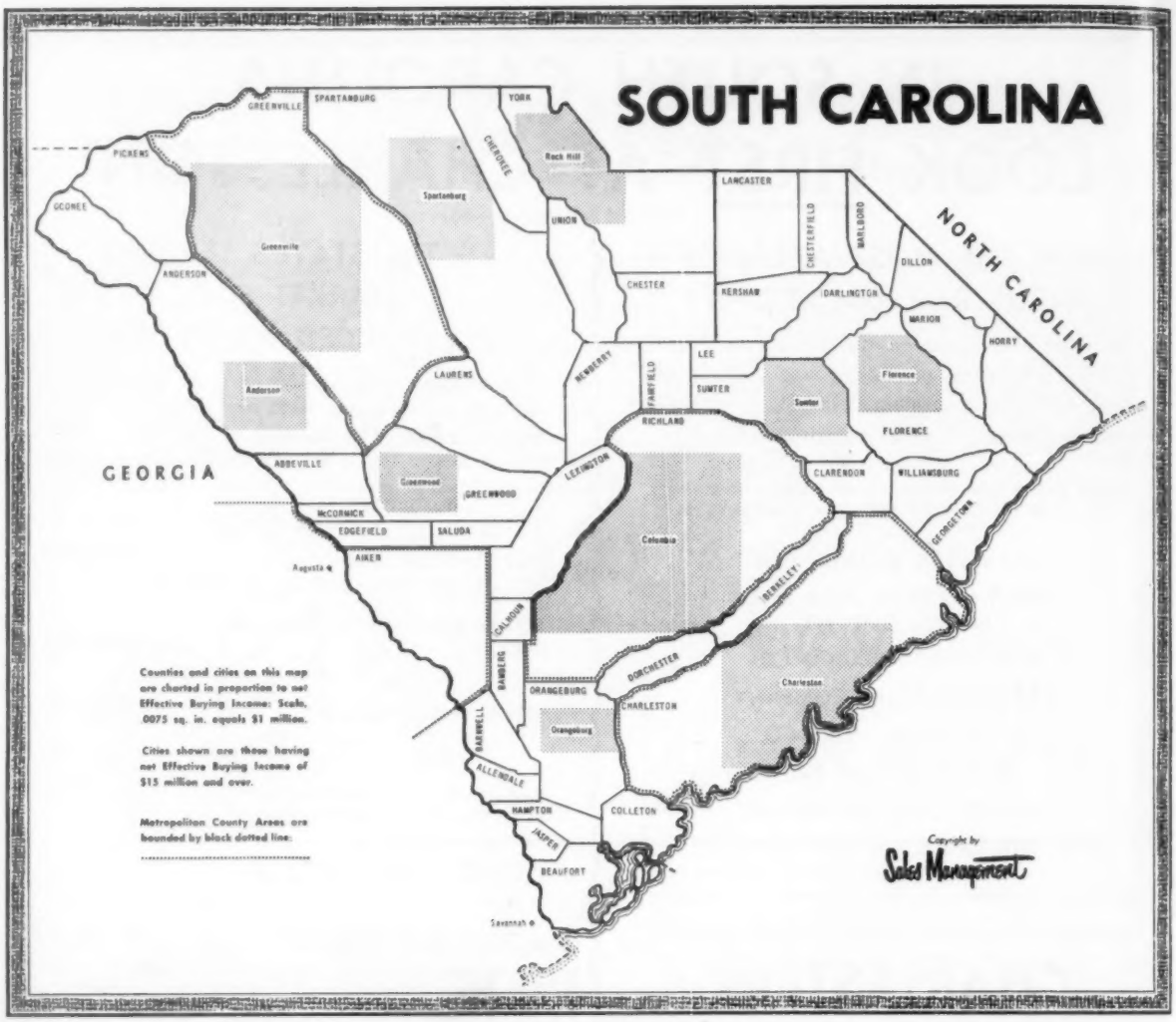
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SOUTH CAR. COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Abbeville		22.3	.0132	5.6	5.5	23,087	.0082	1,035	4,123	6.7	3,428	43.3	18.2	27.4	26.1	22.3	32.6	5.1	11.9	1.9	11.2
Aiken	10	101.4	.0601	27.1	22.2	106,625	.0375	1,052	3,935	30.6	3,480	41.8	17.4	30.4	26.5	20.7	29.8	4.8	11.0	2.3	13.3
Aiken		11.5	.0068	3.6		15,810	.0056	1,375	4,392	4.4	3,597	44.6	17.9	31.6	28.7	16.6	23.2	3.6	8.0	3.6	22.2
Allendale		15.5	.0092	3.5		10,524	.0037	679	3,007	4.5	2,356	66.6	40.8	22.7	31.4	8.9	19.1	1.1	3.6	.7	5.1
Anderson		90.8	.0538	23.9	41.5	103,891	.0366	1,144	4,347	26.8	3,879	34.0	12.7	30.4	25.5	27.0	35.8	5.9	12.1	2.7	14.7
Anderson		20.7	.0123	6.5		31,882	.0112	1,540	4,905	7.3	4,338	30.3	10.1	31.2	23.4	27.2	31.6	7.0	12.8	4.3	22.1
Bamberg		16.8	.0099	4.0	5.6	12,814	.0046	763	3,204	4.7	2,708	58.2	31.0	25.2	30.6	13.1	24.2	2.3	6.7	1.2	7.5
Barnwell		30.7	.0182	7.5		19,918	.0070	649	2,656	8.2	2,418	66.2	39.5	22.3	30.4	8.6	17.8	2.0	6.4	.9	5.9
Beaufort		29.7	.0176	6.9	5.8	31,521	.0111	1,061	4,568	11.8	2,677	58.5	31.6	25.5	31.1	12.4	23.3	2.5	7.3	1.1	6.7
Berkeley		32.1	.0190	7.0		21,296	.0075	663	3,042	7.9	2,704	57.3	30.6	26.2	31.6	12.7	23.7	2.9	8.4	.9	5.7
Calhoun		14.1	.0084	3.3		9,130	.0032	648	2,767	3.6	2,528	63.1	36.0	23.0	29.8	10.9	21.7	2.1	6.5	.9	6.0
Charleston	24	194.0	.1149	53.0	138.4	247,844	.0873	1,278	4,678	67.2	3,686	41.9	16.4	26.6	23.5	23.3	31.8	5.3	11.5	2.9	16.8
▲Charleston		71.7	.0425	21.5		105,065	.0370	1,465	4,887	28.2	3,723	44.3	17.2	26.3	23.1	20.6	27.8	5.3	11.2	3.5	20.7
Cherokee		39.6	.0235	9.6	14.4	37,518	.0133	947	3,908	10.8	3,479	38.5	16.0	31.3	29.4	23.6	34.1	4.8	10.9	1.8	9.6
Gaffney		9.7	.0057	2.9		13,755	.0048	1,418	4,743	3.5	3,899	34.0	12.6	30.3	25.3	26.8	34.6	6.2	12.5	2.7	15.0
Chester		32.1	.0190	7.9	10.6	32,916	.0116	1,025	4,167	8.8	3,732	39.4	15.3	27.0	23.6	24.6	33.1	6.4	13.6	2.6	14.4
Chester		7.5	.0044	2.2		10,140	.0036	1,352	4,609	2.5	4,014	37.1	13.3	27.8	22.6	25.3	31.7	6.2	12.3	3.6	20.1
Chesterfield		35.8	.0212	8.1	4.9	27,228	.0098	761	3,361	9.2	2,953	55.5	27.2	27.5	30.3	12.1	20.6	2.9	7.9	2.0	14.0

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



S. CAROLINA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Clarendon		32.3	.0191	6.6	2.8	19,097	.0067	591	2,893	7.4	2,583	61.2	34.3	25.9	32.5	9.7	18.8	2.1	6.6	1.1	7.8
Colleton		28.7	.0170	7.2	5.9	20,923	.0074	729	2,906	7.8	2,670	58.5	31.6	25.8	31.6	12.6	23.8	2.0	5.8	1.1	7.2
Walterboro		5.9	.0035	1.7		6,823	.0024	1,156	4,014	2.0	3,408	48.2	20.4	27.8	26.5	17.6	26.0	3.5	8.3	2.9	18.8
Darlington		52.2	.0309	12.4	12.9	46,077	.0162	883	3,716	14.0	3,281	47.4	20.9	26.8	26.6	19.4	29.8	4.4	10.6	2.0	12.1
Hartsville		6.4	.0038	1.6		9,128	.0032	1,426	5,705	2.2	4,123	37.0	13.0	25.4	20.1	26.3	32.1	7.5	14.3	3.8	20.5
Dillon		31.0	.0184	6.7	5.3	22,875	.0081	738	3,414	7.7	2,953	50.0	24.5	30.9	34.2	15.0	25.5	2.7	7.3	1.4	8.5
Dorchester		23.8	.0141	5.6	3.5	19,657	.0069	826	3,510	6.7	2,952	53.8	26.2	27.9	31.0	13.8	23.5	2.9	7.7	1.8	11.6
Edgefield		15.8	.0094	3.7	2.5	12,643	.0044	800	3,417	4.0	3,133	52.0	24.0	25.7	26.9	17.0	27.3	3.1	7.8	2.2	14.0
Fairfield		20.6	.0122	4.8	5.8	16,576	.0059	805	3,453	5.6	2,951	48.4	23.7	30.5	33.8	17.3	29.4	2.9	7.8	.9	5.3
Florence		86.1	.0510	20.5	30.7	74,846	.0263	869	3,651	23.0	3,261	46.7	20.7	26.8	28.8	18.5	28.6	4.0	9.7	2.0	12.2
Florence		25.3	.0150	7.4		33,564	.0118	1,327	4,536	9.1	3,707	40.4	15.8	28.1	24.6	23.0	31.2	5.7	12.2	2.8	16.2
Georgetown		34.5	.0204	8.0	21.8	29,920	.0106	867	3,740	8.7	3,439	42.8	18.0	30.7	29.1	19.6	28.7	4.6	10.6	2.3	13.6
Georgetown		14.1	.0084	4.1		17,133	.0060	1,215	4,179	4.5	3,790	39.4	15.0	30.2	26.0	21.8	28.2	5.9	12.3	3.2	18.5
Greenville	59	198.1	.1174	54.5	115.0	288,069	.1015	1,454	5,286	64.3	4,482	29.9	9.6	28.5	20.7	29.0	32.5	8.1	14.4	4.5	22.8
▲Greenville		68.1	.0403	19.7		127,702	.0450	1,875	6,482	27.4	4,665	32.7	10.1	27.4	19.2	25.8	27.8	8.2	13.9	5.9	29.0
1 Greer		6.2	.0037	1.7		8,916	.0031	1,438	5,245	2.1	4,347	25.3	8.4	28.2	21.2	34.7	40.1	8.9	16.3	2.9	14.0
Brandon-Judson		11.8	.0070	3.2		15,238	.0054	1,291	4,762	3.6	4,279	24.3	8.2	31.8	24.2	32.7	38.4	8.5	15.8	2.7	13.4
Greenwood		47.9	.0283	12.7	22.4	65,979	.0232	1,377	5,195	14.9	4,425	26.8	9.4	29.7	21.9	29.7	33.8	7.8	13.6	4.2	21.3
Greenwood		14.3	.0085	4.1		23,780	.0084	1,664	5,802	5.2	4,573	29.5	9.3	29.8	21.2	28.4	31.2	7.1	12.4	5.2	25.9
Hampton		18.8	.0111	4.4		11,824	.0042	630	2,687	4.9	2,559	60.3	34.0	25.4	32.4	11.8	23.2	1.7	5.3	.8	5.1
Horry		68.8	.0407	15.3	19.2	56,623	.0200	823	3,701	17.7	3,206	47.7	21.5	30.0	30.7	16.7	26.1	3.5	8.7	2.1	13.0
Conway		6.8	.0040	1.7		9,067	.0032	1,333	5,334	2.2	4,062	38.4	13.6	29.2	23.4	22.3	27.4	5.7	11.0	4.5	24.6
Myrtle Beach		12.4	.0073	3.6		15,895	.0056	1,282	4,415	4.5	3,559	43.1	17.5	29.3	26.9	20.0	28.3	5.0	11.1	2.6	16.2

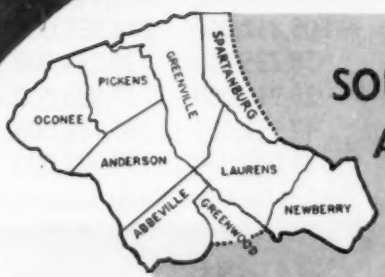
1 Greer is in Greenville and Spartanburg Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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Greenville Tops All S.C. Markets

WITH 26.4% OF THE INCOMES

WITH 24.8% OF THE RETAIL SALES



SOUTH'S TEXTILE CENTER AGAIN LEADS IN S. C.

(Data from SALES MANAGEMENT Survey of Buying Power, May 10, 1957)

		% S. C. Totals
POPULATION	522,417	22.2%
INCOMES	$651,510,000	26.4%
RETAIL SALES	431,196,000	24.8%
Food	101,160,000	24.1%
Eating, Drinking	16,274,000	23.5%
Gen. Mdse.	58,344,000	27.9%
Apparel	23,954,000	23.0%
Furn., H'hold, Appl.	29,168,000	26.9%
Automotive	87,188,000	25.3%
Gas. Serv. Sta.	37,366,000	24.3%
Lumber, Bldg. Mat.	27,566,000	22.5%
Drugs	14,695,000	25.4%

Nine counties (most compact Carolinas' major market) make up the Greenville ABC City and Retail Trading Zones. The Greenville News-Piedmont give you the *only complete coverage* of this best-of-all markets in South Carolina.

For detailed data and assistance, write the newspaper, or our representatives, Ward-Griffith Co., Inc.

DAILY CIRCULATION 102,949

ABC 12-31-56 Interim Statement (3 Mos.)

The Greenville News
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Serving South Carolina's Leading Market

National Representatives WARD-GRIFFITH CO., INC.

THE STATE AND THE COLUMBIA RECORD COVER

THE CENTRAL SOUTH CAROLINA MARKET

And this market is bigger than ever—EBI is up more than $53,000,000 in '57. For solid impact in a growing market choose the papers that reach more people at a lower cost than any other paper in South Carolina.

	17 county 20%+ area	10 county 10-20% area	total
Population	675,400	494,000	1,169,000
*Subscribers	96,450	11,247	107,697
Estimated Buying Income	$657,651,000	$416,147,000	$1,073,798,000
Total Retail Sales	505,852,000	318,837,000	824,689,000
General Merchandise	58,235,000	39,254,000	97,489,000
Apparel	29,712,000	17,923,000	47,635,000
Gas, Service Stations	47,551,000	30,124,000	77,675,000
Food	121,038,000	75,027,000	196,065,000

Market figures from 1957 Sales Management Survey of Buying Power

ROP COLOR Daily & Sunday

*ABC Report March, 1956

The State (Morning and Sunday) The Columbia Record (Evening except Sunday)

REPRESENTED BY THE BRANHAM COMPANY

S. CAROLINA

Cont. from page 644

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Greenwood	Greenwood	14.3	334	91	35	22	24	22	25	41	9	8
Greer	Greenville	6.2	163	32	13	16	13	12	28	17	5	4
Hartsville	Darlington	6.4	170	41	11	12	13	8	16	21	12	4
Lancaster	Lancaster	8.7	220	76	26	15	17	19	18	14	7	7
Laurens	Laurens	9.9	190	55	19	17	19	5	10	31	5	5
Myrtle Beach	Horry	12.4	152	18	42	12	14	8	8	30	3	4
Newberry	Newberry	7.8	188	45	15	12	16	11	21	19	7	5
Orangeburg	Orangeburg	17.2	289	62	28	31	27	18	21	35	10	9
Rock Hill	York	29.8	350	101	38	23	23	25	23	37	17	7
Spartanburg	Spartanburg	39.6	620	136	94	42	45	34	51	81	21	22
Sumter	Sumter	24.1	378	120	29	28	34	23	15	46	16	14
Union	Union	10.7	149	45	17	13	12	8	15	12	9	4
Walterboro	Colleton	5.9	174	35	17	16	18	9	11	22	11	8

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1958: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units: $0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Jasper		10.9	.0065	2.6		7,467	.0026	685	2,872	2.9	2,590	60.1	33.5	25.8	32.5	10.7	20.7	2.6	8.1	.8	5.2
Kershaw		31.5	.0186	7.5	9.0	27,196	.0095	863	3,626	8.7	3,129	49.7	23.0	27.3	28.4	17.2	27.7	4.0	10.2	1.8	10.7
Camden		9.0	.0053	2.6		11,295	.0040	1,255	4,344	3.1	3,678	42.6	16.7	27.9	24.8	20.6	28.2	5.9	12.7	3.0	17.6
Lancaster		38.6	.0229	9.0	12.7	41,626	.0146	1,078	4,625	10.8	3,870	30.5	11.4	32.2	27.0	29.3	38.1	5.8	12.0	2.2	11.5
Lancaster		8.7	.0052	2.6		12,136	.0043	1,395	4,668	2.9	4,191	28.9	10.0	33.6	26.1	26.8	32.2	7.3	13.7	3.4	18.0
Laurens		48.3	.0286	11.7	16.8	54,105	.0191	1,120	4,624	14.1	3,833	38.2	14.4	27.2	23.1	25.4	33.3	6.4	13.3	2.8	15.9
Laurens		9.9	.0059	2.7		13,897	.0049	1,404	5,147	3.1	4,439	31.7	10.3	28.0	20.6	27.8	31.5	7.9	14.1	4.6	23.5
Lee		22.3	.0132	4.7	3.1	12,366	.0044	555	2,631	5.1	2,417	65.6	39.2	22.3	30.1	9.9	20.6	1.4	4.7	.8	5.4
Lexington		49.5	.0293	12.8	14.9	49,850	.0175	1,007	3,895	14.0	3,562	36.6	14.9	31.8	29.1	24.8	35.0	4.9	10.8	1.9	10.2
McCormick		9.1	.0054	2.1		6,725	.0024	739	3,202	2.4	2,838	57.6	29.3	25.7	29.7	11.9	21.0	3.1	8.7	1.7	11.3
Marion		34.9	.0207	7.9	12.5	27,052	.0095	775	3,424	9.1	2,976	52.3	25.4	30.0	32.9	13.2	22.2	2.6	7.0	1.9	12.5
Marlboro		29.9	.0177	7.1	7.4	21,059	.0075	704	2,966	7.8	2,686	59.3	31.9	24.5	29.9	12.5	23.4	2.5	7.3	1.2	7.5
Newberry		31.9	.0189	8.2	11.0	32,627	.0115	1,023	3,979	9.2	3,534	41.0	16.8	29.1	26.8	22.7	32.3	5.0	11.2	2.2	12.9
Newberry		7.8	.0046	2.3		10,503	.0037	1,347	4,567	2.8	3,703	37.8	14.8	27.8	24.5	26.7	36.2	5.3	11.4	2.4	13.1
Oconee		39.9	.0237	9.4	7.0	37,230	.0131	933	3,961	12.9	2,884	52.2	26.2	26.6	30.2	17.2	30.0	3.0	8.1	1.0	5.5
Orangeburg		70.8	.0419	16.5	17.2	55,172	.0194	779	3,344	20.0	2,754	61.2	32.1	23.4	27.8	11.0	20.1	2.6	7.5	1.8	12.5
Orangeburg		17.2	.0102	4.5		21,500	.0076	1,250	4,778	6.6	3,245	54.0	24.0	24.7	24.9	14.2	22.0	4.3	10.6	2.8	18.5
Pickens		40.5	.0240	10.3	6.4	43,601	.0154	1,077	4,233	11.4	3,829	31.6	11.9	32.9	28.1	27.6	36.2	5.6	11.6	2.3	12.2

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1ST IN SOUTH CAROLINA

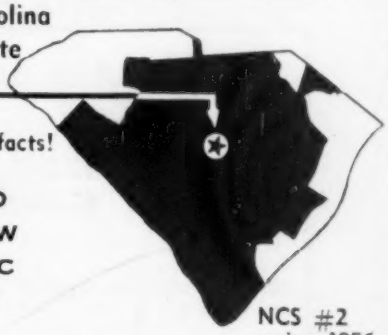
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NCS #2 spring 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

S. CAROLINA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Richland	31	173.6	.1028	44.1	131.6	254,032	.0895	1,463	5,760	60.9	4,234	35.6	12.2	27.9	21.4	24.7	29.4	7.4	13.9	4.4	23.1
▲Columbia		108.0	.0640	28.2		172,529	.0608	1,597	6,118	40.3	4,285	36.3	12.2	27.6	21.1	24.0	28.1	7.4	13.8	4.7	24.8
Saluda		15.2	.0090	3.7	.2	11,062	.0039	728	2,990	4.1	2,719	57.7	30.7	26.3	31.5	13.0	24.0	1.7	5.1	1.3	8.7
Spartanburg	254	160.4	.0951	41.9	86.4	198,774	.0700	1,239	4,744	48.0	4,142	31.9	11.1	29.4	23.1	28.3	34.4	7.0	13.5	3.4	17.9
△Spartanburg		39.6	.0235	11.4		62,955	.0222	1,590	5,522	14.7	4,276	32.7	11.0	29.0	22.1	26.8	31.5	7.4	13.7	4.1	21.7
1 Greer																					
Sumter		64.0	.0379	14.7	29.9	56,743	.0200	887	3,860	16.1	3,130	48.7	22.5	29.6	31.0	16.4	26.3	3.4	8.5	1.9	11.7
Sumter		24.1	.0143	7.0		31,744	.0112	1,317	4,535	8.7	3,650	40.4	16.0	30.8	27.5	21.1	29.1	4.9	10.6	2.8	16.8
Union		30.8	.0182	7.6	10.7	31,720	.0112	1,030	4,174	8.3	3,803	35.9	13.6	30.7	26.4	24.8	32.6	6.1	12.7	2.7	14.7
Union		10.7	.0063	2.8		14,115	.0050	1,319	5,041	3.5	4,033	33.6	12.0	30.7	24.9	25.6	31.9	6.8	13.4	3.3	17.8
Williamsburg		45.3	.0269	9.1	3.8	26,000	.0092	574	2,857	10.3	2,534	62.8	35.6	24.6	31.9	9.4	18.6	2.1	6.4	1.1	7.3
York		86.9	.0514	21.1	42.8	106,394	.0375	1,224	5,042	26.5	4,021	34.1	12.2	26.2	22.9	27.5	34.4	7.2	14.2	3.0	16.3
Rock Hill		29.8	.0177	7.6		48,927	.0172	1,642	6,438	11.3	4,342	31.4	10.5	26.9	20.2	28.9	33.5	9.0	16.3	3.8	19.5
Total Above Cities		557.2	.3302	157.2		843,508	.2972	1,514	5,366	205.7	4,101	37.0	13.0	28.2	22.4	24.1	29.5	6.7	13.0	4.0	22.1
State Total		2347.6	1.3907	581.8	890.1	2,470,222	.8705	1,052	4,245	691.0	3,575	42.6	17.2	28.1	25.7	21.5	30.3	5.2	11.4	2.6	15.4

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Charleston	24	194.0	.1149	53.0	138.4	247,844	.0873	1,278	4,678
Columbia	31	173.6	.1028	44.1	131.6	254,032	.0895	1,463	5,760
Greenville	59	198.1	.1174	54.5	115.0	288,069	.1015	1,454	5,286

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Spartanburg	254	160.4	.0951	41.9	86.4	198,774	.0700	1,239	4,744
Total Above Areas		726.1	.4302	193.5	441.4	988,719	.3483	1,362	5,110

1 Greer is in Greenville and Spartanburg Counties.

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Before using these figures, read foreword, page 11.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals". . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.

2-MILLION PEOPLE 2-BILLION INCOME

IN THE WFBC-TV 4-STATE MARKET



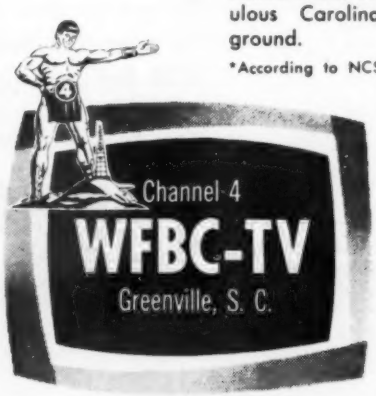
WFBC-TV leads all South Carolina television stations *by far**. Its total 4-state market is comparable with Atlanta, Jacksonville, New Orleans or Miami. Within "The Giant's" 100 uv/m contour† is the South's greatest textile-industrial area and the fabulous Carolinas mountain playground.

*According to NCS No. 2

†58-COUNTY DATA

Population	2,021,900
Incomes	$2,240,153,000.
Retail Sales	$1,590,398,000.
Homes	511,900

(Data from SALES MANAGEMENT Survey of Buying Power May 10, 1957)



"The Giant of Southern Skies"

Video—100,000 Watts (FCC Maximum)
Audio—50,000 Watts
Antenna Height—1204 feet above average terrain—2,204 feet above sea level.

Represented Nationally by WEED Television Corp.

NBC NETWORK

S. CAROLINA — RETAIL SALES — SM ESTIMATES, 1958

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Abbeville		12,429	.0084	2,219	.0086	65	48	3,082	517	1,018	414	829	2,720	1,445	761	725
Aiken	10	52,419	.0273	1,934	.0390	65	45	17,172	1,955	2,847	1,879	2,595	10,833	6,529	2,775	2,291
Aiken		29,505	.0153		.0088	129	225	8,811	563	1,733	1,790	1,040	7,822	2,244	1,821	1,062
Allendale		7,759	.0040	2,217	.0049	53	43	1,962	516	608	256	268	1,193	1,412	649	222
Anderson		76,903	.0399	3,218	.0410	78	74	16,402	3,269	10,183	3,511	6,514	17,672	6,240	3,527	2,687
Anderson		49,140	.0255		.0157	128	207	8,464	1,917	6,453	2,596	4,355	11,585	2,780	2,389	1,705
Bamberg		12,061	.0063	3,016	.0062	63	64	2,651	568	1,263	522	458	2,261	1,334	1,536	327
Barnwell		13,854	.0072	1,847	.0093	51	40	4,279	200	1,286	203	575	2,998	1,581	842	391
Beaufort		19,326	.0100	2,801	.0120	68	57	4,918	789	1,105	1,258	1,336	5,109	1,364	1,432	613
Berkeley		11,539	.0060	1,648	.0094	49	32	3,878	295	1,866	185	591	1,966	1,047	869	409
Calhoun		6,703	.0035	2,031	.0043	51	42	2,330	89	360	439	118	1,006	412	438	175
Charleston	24	182,974	.0951	3,452	.0952	83	83	43,634	9,453	22,094	15,307	13,307	30,445	13,242	14,754	6,635
▲Charleston		136,856	.0711		.0483	114	167	26,560	6,971	18,874	13,823	11,788	26,500	6,487	10,304	4,581
Cherokee		19,902	.0103	2,073	.0144	51	44	6,362	1,035	1,679	1,064	1,145	3,100	1,904	1,053	913
Gaffney		15,668	.0081		.0060	105	142	4,798	596	1,410	1,019	1,072	2,735	1,363	947	471
Chester		19,523	.0101	2,471	.0126	68	53	4,947	626	1,425	1,672	1,177	3,690	2,291	1,352	705
Chester		12,759	.0066		.0047	107	150	2,909	273	644	1,614	808	2,109	1,632	907	510
Chesterfield		19,948	.0104	2,463	.0122	58	49	4,708	586	1,747	858	520	5,286	2,414	1,274	636
Clarendon		14,153	.0074	2,144	.0094	49	39	4,124	545	1,838	239	237	3,101	1,559	947	385
Colleton		17,482	.0090	2,428	.0098	58	53	4,618	794	1,745	1,591	978	2,329	1,256	1,793	801
Walterboro		13,954	.0072		.0041	117	206	2,857	491	1,285	1,591	866	2,210	930	1,712	751
Darlington		34,890	.0182	2,814	.0197	64	59	9,438	1,231	5,124	1,379	1,525	6,285	2,493	2,453	986
Hartsville		17,017	.0088		.0050	132	232	3,967	349	3,282	559	872	3,328	1,302	1,313	464
Dillon		19,188	.0099	2,864	.0107	58	54	4,517	1,052	1,749	1,188	841	3,342	1,856	2,224	511
Dorchester		15,770	.0082	2,816	.0088	62	58	4,700	297	1,365	662	479	2,219	1,832	884	638
Edgefield		15,358	.0080	4,151	.0064	88	85	2,413	221	1,033	234	329	5,868	1,168	1,791	610
Fairfield		9,545	.0050	1,989	.0069	57	41	2,977	218	1,630	349	349	1,759	1,061	415	309
Florence		74,831	.0388	3,650	.0350	89	78	14,353	2,505	10,925	7,472	3,891	17,120	5,403	5,791	2,190
Florence		47,131	.0245		.0163	109	163	8,879	1,562	7,408	4,325	2,516	10,190	3,011	4,144	1,015
Georgetown		25,229	.0131	3,153	.0133	65	64	6,152	1,194	2,258	1,111	1,640	5,270	1,835	2,608	824
Georgetown		17,393	.0090		.0074	88	107	3,972	399	1,518	873	1,018	3,881	1,265	1,886	667

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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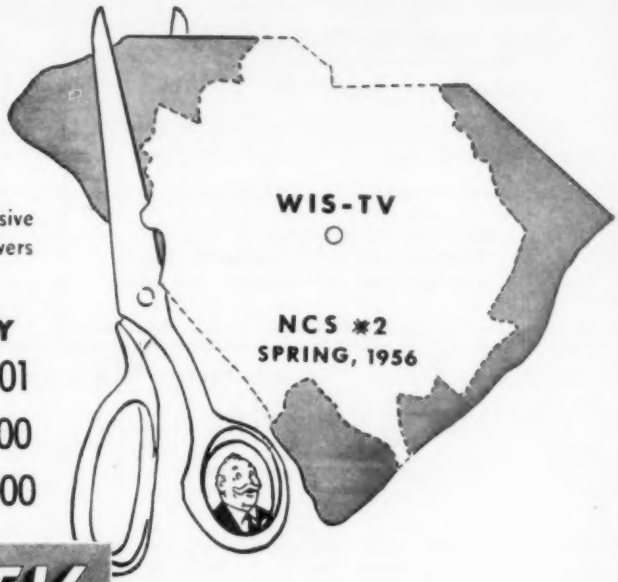
Before using these figures, read foreword, page 11.

SOUTH CAROLINA CIRCULATION

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Only WIS-TV gives you this natural fit with no excessive wasted out-of-state circulation. Only WIS-TV delivers so much of South Carolina.



AND IN OUR TAILORED TERRITORY

Population is up 79,201

EBI is up $18,598,000

Total Retail Sales are up $37,984,000

NBC affiliate

WIS-TV

CHANNEL 10

COLUMBIA, SOUTH CAROLINA

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

President, G. Richard Shafto
Managing Director, Charles A. Batson

S. CAROLINA — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Greenville	59	202,751	.1053	3,720	.1059	90	90	44,635	7,789	32,780	12,177	13,723	39,139	16,780	13,748	8,304
▲Greenville		144,976	.0753		.0532	132	187	28,728	5,224	29,448	10,241	10,453	28,470	10,342	7,230	4,400
1 Greer		19,195	.0100		.0053	143	270	4,428	587	1,459	1,514	1,447	4,863	1,379	1,174	738
Brandon Judson		4,422	.0023		.0048	69	33	1,325	218	215	47	203	913	591	596	130
Greenwood		36,559	.0190	2,879	.0229	81	67	9,382	1,478	4,048	2,690	2,686	6,955	2,940	2,367	1,289
Greenwood		27,400	.0142		.0102	120	167	7,367	849	2,509	2,188	2,476	5,300	1,891	1,314	1,061
Hampton		12,729	.0067	2,893	.0063	57	60	3,493	296	945	387	473	3,623	1,250	1,131	341
Horry		50,885	.0264	3,328	.0261	64	65	10,358	2,927	9,028	2,357	1,872	9,786	4,608	3,720	1,630
Conway		21,039	.0109		.0057	143	273	4,291	320	3,318	1,258	1,011	5,834	1,240	1,620	495
Myrtle Beach		14,572	.0076		.0065	89	104	2,612	1,738	3,460	872	540	2,014	1,797	100	562
Jasper		7,734	.0040	2,975	.0038	58	62	1,983	381	435	141	326	1,506	1,093	759	180
Kershaw		22,849	.0118	3,020	.0121	85	63	6,426	963	2,620	678	1,182	4,623	2,393	1,810	866
Camden		16,213	.0084		.0056	106	158	3,951	658	1,672	631	1,100	3,727	1,186	1,654	609
Lancaster		26,152	.0136	2,906	.0159	69	59	7,466	855	2,931	1,622	1,999	6,948	1,702	823	630
Lancaster		19,235	.0100		.0062	119	192	5,499	560	1,566	1,398	1,642	5,195	1,061	734	501
Laurens		26,977	.0140	2,306	.0195	88	49	7,443	726	3,325	1,508	1,228	5,060	2,861	1,704	845
Laurens		11,818	.0061		.0055	93	103	3,440	384	986	1,176	566	1,689	1,340	763	228
Lee		10,949	.0057	2,330	.0065	49	43	2,483	162	1,461	256	340	2,907	864	1,147	322
Lexington		36,674	.0190	2,865	.0204	70	65	9,728	1,130	3,018	1,140	1,808	6,596	5,984	3,958	972
McCormick		4,280	.0022	2,038	.0029	54	41	1,275	199	461	225	214	739	427	67	152
Marion		23,080	.0120	2,922	.0125	80	58	4,207	505	3,069	1,393	1,804	4,487	1,744	2,140	855
Marlboro		17,579	.0091	2,476	.0100	56	51	4,856	444	3,714	475	867	1,423	1,743	1,832	492
Newberry		21,718	.0113	2,649	.0129	68	60	5,638	470	2,473	1,332	1,126	4,380	1,966	1,247	797
Newberry		13,561	.0070		.0049	107	152	3,621	235	995	1,262	637	3,296	801	710	523
Oconee		22,445	.0117	2,388	.0148	62	49	5,991	931	1,732	1,604	1,188	4,312	1,922	2,254	654
Orangeburg		49,010	.0255	2,970	.0258	62	61	13,173	1,750	5,234	2,908	2,665	9,258	4,768	3,216	1,543
Orangeburg		28,645	.0149		.0103	101	146	7,054	989	3,056	2,316	1,731	6,312	2,392	1,523	936
Pickens		28,713	.0149	2,788	.0169	70	62	8,310	954	2,105	945	2,024	6,401	2,949	1,707	1,277
Richland	31	186,322	.0968	4,225	.0944	92	94	35,738	9,957	23,671	15,348	15,639	39,824	14,047	9,328	5,418
▲Columbia		175,349	.0911		.0705	110	142	32,162	9,199	22,516	15,128	14,966	39,008	13,479	7,803	5,164
Saluda		6,250	.0032	1,869	.0047	52	38	1,429	199	807	133	404	1,467	758	362	188

1 Greer is in Greenville and Spartanburg Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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DEVELOPMENT BOARD

CHARLESTON, SOUTH CAROLINA

. . . for confidential, up-to-date information on industrial sites near Port of Charleston. UNLIMITED supplies of soft, fresh water?

See ad page 645

S. CAROLINA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES—SM ESTIMATES, 1956

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Spartanburg	284	121,373	.0631	2,897	.0729	77	66	29,170	4,415	15,464	6,882	7,498	23,717	10,197	7,941	4,447
△Spartanburg		80,788	.0420		.0284	121	179	16,199	2,778	13,086	6,193	5,605	16,722	4,822	3,196	3,435
1 Greer																
Sumter		45,228	.0234	3,077	.0246	65	62	11,758	1,240	4,886	3,911	3,485	7,257	4,462	4,075	1,277
Sumter		39,132	.0203		.0146	102	142	9,369	879	3,917	3,883	3,406	6,846	3,440	3,632	1,277
Union		19,507	.0102	2,567	.0123	68	56	6,037	757	1,805	1,725	1,102	3,312	1,964	1,169	679
Union		14,477	.0075		.0060	95	119	3,589	433	1,396	1,665	1,008	3,239	1,112	817	552
Williamsburg		23,902	.0124	2,627	.0137	51	46	5,261	231	3,005	1,040	1,748	4,785	2,261	1,625	456
York		53,350	.0277	2,529	.0374	73	84	13,787	2,253	4,901	3,259	3,887	9,589	4,397	4,272	1,885
Rock Hill		32,708	.0170		.0172	97	96	8,555	1,141	3,189	2,255	2,646	6,058	2,253	2,648	1,100
Total Above Cities		1,003,010	.5207		.3712	112	158	213,407	39,308	137,295	80,495	73,770	208,452	69,140	60,939	32,937
State Total		1,738,595	.9031	2,988	.9843	71	65	419,672	69,021	209,042	103,905	108,328	344,436	153,816	122,506	57,262

RETAIL SALES—SM ESTIMATES, 1956

METRO. AREAS															
Charleston	24	182,974	.0951	3,452	.0952	83	83	43,634	9,453	22,094	15,307	13,307	30,445	13,242	14,754	6,635
Columbia	31	186,322	.0968	4,225	.0944	92	94	35,736	9,957	23,671	15,348	15,639	39,824	14,047	9,326	5,418
Greenville	59	202,751	.1053	3,726	.1059	90	90	44,635	7,789	32,780	12,177	13,723	39,139	16,780	13,748	6,304
△Spartanburg	284	121,373	.0631	2,897	.0729	77	66	29,170	4,415	15,464	6,882	7,498	23,717	10,197	7,941	4,447
Total Above Areas		693,422	.3603	3,584	.3684	86	84	153,175	31,594	94,009	49,712	50,165	133,125	54,266	45,769	22,804

SOUTH DAKOTA — (Other West North Central States: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota.)

Map, page 654

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Aberdeen	Brown	24.2	297	41	49	22	32	14	20	30	29	9
Brookings	Brookings	8.3	114	11	24	15	8	5	7	11	13	5
Huron	Beadle	14.7	228	34	39	22	19	8	17	23	22	4
Mitchell	Davison	13.8	211	22	45	17	13	12	16	25	17	5
Pierre	Hughes	8.8	111	9	29	8	13	7	14	8	11	3
Rapid City	Pennington	39.2	370	42	84	33	34	25	32	38	22	11
Sioux Falls	Minnehaha	63.9	676	83	158	55	58	46	44	67	46	24
Watertown	Codington	14.3	242	23	48	20	18	14	24	28	25	6
Yankton	Yankton	9.9	187	18	30	13	15	13	21	23	24	6

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME—SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family
2 Armstrong									
Aurora		4.5	.0027	1.3		4,530	.0015	1,007	3,485
Beadle		21.7	.0129	6.7	14.7	30,209	.0107	1,392	4,509
Huron		14.7	.0097	4.4		24,025	.0085	1,634	5,460
Bennett		3.6	.0021	.8		4,822	.0017	1,339	6,028
Bon Homme		8.0	.0047	2.4		9,694	.0035	1,237	4,123
Brookings		18.4	.0109	5.2	8.3	24,781	.0087	1,347	4,766
Brookings		8.3	.0049	2.3		13,129	.0046	1,582	5,708
Brown		34.5	.0205	10.4	24.2	50,022	.0176	1,450	4,810
Aberdeen		24.2	.0143	7.1		39,736	.0140	1,642	5,597
Brule		5.9	.0035	1.7		6,554	.0023	1,111	3,855
Buffalo		1.6	.0009	.4		1,575	.0006	984	3,938

Income Breakdown of Consumer Spending Units

COUNTIES CITIES	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
2 Armstrong												
Aurora	1.3	3,531	45.7	18.7	28.0	25.9	18.0	25.6	4.4	10.0	3.9	19.8
Beadle	7.3	4,130	36.5	12.8	23.4	18.5	28.4	34.5	7.1	13.6	4.6	20.6
Huron	5.4	4,431	34.2	11.2	23.4	17.2	30.1	34.1	7.7	13.8	4.6	23.7
Bennett	1.1	4,558	40.5	12.8	25.2	18.0	17.3	19.1	8.8	15.3	8.2	34.8
Bon Homme	2.8	3,512	39.5	16.2	31.7	29.6	20.8	29.8	5.5	12.3	2.5	12.1
Brookings	6.8	3,633	42.3	16.8	27.6	24.8	21.1	29.2	5.5	12.0	3.5	17.2
Brookings	3.8	3,423	48.7	20.6	26.3	25.0	17.9	26.3	4.2	9.7	2.9	18.4
Brown	11.8	4,246	31.7	10.8	27.8	20.7	28.6	33.9	8.2	15.4	4.5	19.2
Aberdeen	8.8	4,517	30.3	9.7	26.9	19.4	29.8	33.2	8.5	14.9	4.5	22.8
Brule	1.8	3,726	42.0	16.3	26.1	22.9	21.7	29.2	6.5	13.9	3.7	17.7
Buffalo	.5	3,330	46.7	20.3	26.9	26.3	17.1	25.8	7.2	17.1	2.1	10.5

1 Greer is in Greenville and Spartanburg counties.
2 Armstrong County is no longer a political entity, having been annexed by Dewey County.

Before using these figures, read foreword, page 11.

© SM, 1957.

S. DAKOTA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Butte		7.6	.0045	2.4	3.5	8,833	.0031	1,162	3,680	2.4	3,652	39.3	15.5	26.4	23.8	25.7	35.3	6.0	12.9	2.6	12.5
Campbell		3.2	.0019	.9		2,764	.0010	864	3,071	.9	3,081	46.9	21.6	33.2	35.1	16.3	26.6	2.6	6.6	1.9	10.1
Charles Mix		16.9	.0100	4.8		21,590	.0076	1,278	4,498	5.2	4,160	32.2	11.2	27.4	21.4	29.1	35.2	7.0	13.4	4.3	18.8
Clark		8.2	.0049	2.5		9,428	.0033	1,150	3,771	2.5	3,767	36.6	14.0	31.4	27.3	22.2	29.6	6.6	13.9	3.2	15.2
Clay		12.2	.0072	3.6	6.0	16,585	.0059	1,359	4,607	5.0	3,301	50.4	22.0	23.5	23.3	17.8	27.1	5.6	13.5	2.7	14.1
Codington		20.2	.0120	6.1	14.3	28,214	.0099	1,397	4,625	6.5	4,313	31.2	10.4	25.3	19.2	31.2	36.4	7.6	14.0	4.7	20.0
Watertown		14.3	.0085	4.4		23,241	.0082	1,625	5,283	5.0	4,660	29.1	9.0	25.3	17.7	32.7	35.3	7.9	13.5	5.0	24.5
Corson		6.0	.0035	1.4		6,372	.0022	1,062	4,551	1.6	4,056	43.3	15.4	24.2	19.4	20.2	25.1	6.3	12.3	6.0	27.6
Custer		5.6	.0033	1.8		5,489	.0020	980	3,431	1.7	3,235	43.0	18.9	29.7	29.5	20.9	32.0	4.7	11.3	1.7	8.3
Davison		18.1	.0108	5.5	13.8	28,215	.0099	1,559	5,130	6.6	4,264	34.2	11.6	24.8	19.0	29.0	34.1	6.7	12.5	5.3	22.8
Mitchell		13.8	.0082	4.1		24,997	.0088	1,811	6,097	5.8	4,518	34.0	10.9	24.6	17.8	29.5	32.8	6.6	11.6	5.3	26.9
Day		11.5	.0068	3.3	2.4	12,654	.0045	1,100	3,835	3.6	3,558	39.9	16.2	30.2	27.7	21.8	30.9	5.3	11.8	2.8	13.5
Deuel		6.3	.0037	1.6		7,238	.0025	1,149	4,524	1.9	3,856	33.7	12.6	34.1	28.9	21.4	27.9	7.5	15.4	3.3	15.2
Dewey		4.8	.0029	1.1		4,483	.0016	934	4,075	1.1	3,908	39.1	14.5	29.2	24.3	21.7	27.9	5.1	10.3	4.9	23.0
Douglas		4.8	.0028	1.2		5,776	.0020	1,203	4,813	1.5	3,943	34.5	12.7	29.2	24.1	25.9	33.0	6.7	13.5	3.7	16.7
Edmunds		7.1	.0042	1.8		6,308	.0023	888	3,504	1.9	3,308	44.4	19.4	29.8	29.5	19.8	30.0	3.5	8.3	2.5	12.8
Fall River		11.8	.0070	3.3	5.8	14,102	.0049	1,195	4,273	3.6	3,884	33.8	12.6	27.4	22.9	29.2	37.8	6.7	13.8	2.9	12.9
Faulk		4.6	.0027	1.3		5,648	.0020	1,228	4,345	1.3	4,472	33.9	10.9	25.3	18.5	26.9	30.3	7.4	13.0	6.5	27.3
Grant		9.6	.0057	2.7	2.9	11,713	.0042	1,220	4,338	3.0	3,882	34.1	12.7	30.6	25.7	25.0	32.4	7.1	14.4	3.2	14.8
Gregory		7.6	.0045	2.4		7,834	.0027	1,031	3,264	2.4	3,290	43.8	19.3	30.3	30.0	16.9	28.9	5.0	12.0	2.0	9.8
Haakon		2.7	.0016	.7		5,008	.0018	1,855	7,154	.9	5,844	29.9	7.4	22.3	12.4	24.0	20.7	10.7	14.8	13.1	44.9
Hamlin		6.4	.0038	2.0		7,152	.0025	1,118	3,576	2.0	3,625	36.1	14.4	35.0	31.4	20.8	28.9	5.3	11.8	2.8	13.7
Hand		6.4	.0038	1.8		8,374	.0030	1,308	4,652	2.0	4,154	38.2	13.3	28.7	22.5	19.8	24.0	7.5	14.4	5.8	25.8
Hanson		4.9	.0029	1.3		5,476	.0019	1,118	4,212	1.3	4,074	40.8	14.5	26.2	21.0	18.8	23.1	8.8	17.1	5.4	24.3
Harding		1.8	.0011	.6		2,945	.0010	1,636	4,908	.6	4,689	39.5	12.2	21.7	15.1	21.8	23.4	8.6	14.5	8.4	34.8
Hughes		11.9	.0070	3.2	8.6	20,220	.0071	1,699	6,319	4.0	5,106	28.1	7.9	22.1	14.2	30.3	29.8	11.4	17.7	8.1	30.4
Pierre		8.6	.0051	2.5		15,972	.0056	1,857	6,389	3.0	5,250	28.5	7.8	22.5	14.0	30.7	29.4	11.3	17.1	7.0	31.7
Hutchinson		10.6	.0063	3.2		10,621	.0038	1,002	3,319	3.2	3,326	43.5	18.9	27.3	26.7	22.8	34.4	4.6	11.0	1.8	9.0
Hyde		2.6	.0015	.7		3,642	.0013	1,401	5,203	.9	4,265	37.0	12.5	29.2	22.3	19.3	22.8	8.4	15.7	6.1	26.7
Jackson		1.8	.0011	.5		2,193	.0007	1,218	4,386	.5	4,091	34.9	12.3	29.9	23.8	24.4	30.1	5.6	11.2	5.0	22.6
Jerauld		3.8	.0022	1.1		4,170	.0015	1,097	3,791	1.1	3,945	39.7	14.6	26.6	21.9	22.8	29.1	6.2	12.5	4.7	21.9
Jones		2.3	.0014	.7		2,600	.0009	1,130	3,714	.7	3,768	41.3	15.8	25.1	21.8	22.6	30.2	7.5	15.8	3.5	16.4
Kingsbury		9.3	.0055	2.8		11,167	.0040	1,201	3,988	3.0	3,751	38.0	14.7	28.7	25.0	24.6	32.9	5.2	11.0	3.5	16.4
Lake		10.3	.0061	2.9	4.5	13,476	.0047	1,308	4,647	3.3	4,099	31.5	11.1	31.5	25.0	25.2	31.0	7.8	15.1	4.0	17.8
Lawrence		18.0	.0107	5.8	11.4	24,971	.0088	1,387	4,305	6.2	4,013	29.0	10.5	28.3	22.9	34.1	42.7	5.7	11.2	2.9	12.7
Lincoln		12.2	.0072	3.7	2.5	14,230	.0050	1,166	3,846	3.9	3,679	35.6	14.0	30.5	27.0	26.3	36.0	5.0	10.8	2.6	12.2
Lyman		4.4	.0026	1.1		7,054	.0025	1,603	6,413	1.5	4,782	35.6	10.8	24.3	16.6	22.4	23.5	9.4	15.5	8.3	33.6
McCook		8.1	.0048	2.4		9,015	.0032	1,113	3,756	2.4	3,710	36.5	14.2	30.0	26.5	23.3	31.5	7.8	16.6	2.4	11.2
McPherson		6.2	.0037	1.7		5,611	.0020	905	3,301	2.0	2,827	53.8	27.5	27.4	31.7	14.6	25.9	2.9	8.1	1.3	6.8
Marshall		7.1	.0042	2.1		8,505	.0030	1,198	4,050	2.3	3,717	37.5	14.6	32.8	28.7	21.3	28.8	4.7	10.0	3.7	17.9
Meade		13.1	.0078	3.2	4.1	17,992	.0063	1,373	5,623	4.9	3,707	46.2	18.0	25.5	22.4	17.6	23.9	6.1	13.1	4.6	22.6
Mellette		2.8	.0016	.8		3,299	.0012	1,178	4,124	.8	4,073	42.6	15.1	27.9	22.4	16.9	20.9	6.2	12.0	6.4	29.6
Miner		5.7	.0034	1.7		6,125	.0021	1,075	3,603	1.8	3,420	43.1	18.2	27.5	26.3	21.7	31.8	5.5	12.7	2.2	11.0
Minnehaha	138	84.0	.0497	26.0	66.3	135,586	.0482	1,626	5,254	29.6	4,619	25.4	7.9	24.4	17.4	35.6	38.7	9.7	16.6	4.9	19.4
▲Sioux Falls		63.9	.0379	19.4		114,457	.0403	1,791	5,900	23.4	4,887	24.9	7.4	23.9	16.0	36.4	37.4	9.8	15.8	5.0	23.4
Moody		9.1	.0054	2.5		10,416	.0036	1,145	4,166	3.0	3,420	44.8	19.0	27.3	26.0	20.7	30.5	4.3	10.0	2.9	14.5
Pennington	249	58.5	.0347	18.3	42.5	87,316	.0308	1,493	4,771	20.6	4,235	30.2	10.3	26.4	20.4	31.2	37.1	8.2	15.3	4.0	16.9
△Rapid City		39.2	.0232	12.0		62,104	.0219	1,584	5,175	13.9	4,483	29.2	9.4	26.3	19.2	31.9	35.8	8.5	15.0	4.1	20.6
Perkins		6.6	.0039	1.8	2.7	8,714	.0031	1,320	4,841	2.0	4,388	33.9	11.2	22.8	16.9	29.4	33.6	8.5	15.4	5.4	22.9
Potter		4.5	.0027	1.3		6,276	.0022	1,395	4,828	1.4	4,364	33.9	11.2	30.5	22.9	22.7	26.1	6.3	11.4	6.6	28.4
Roberts		13.7	.0081	3.5	2.8	14,129	.0050	1,031	4,037	4.1	3,468	43.5	18.1	26.6	25.0	21.7	31.5	5.7	13.1	2.5	12.3
Sanborn		4.5	.0027	1.4		4,947	.0017	1,099	3,534	1.4	3,551	41.7	17.0	28.4	26.1	21.1	29.9	6.0	13.3	2.8	13.7
Shannon		5.5	.0032	1.1		3,307	.0012	601	3,006	1.2	2,720	62.1	33.0	20.4	24.4	12.4	23.0	3.5	10.1	1.6	9.5
Spink		12.1	.0072	3.3	2.7	14,302	.0050	1,182	4,334	3.7	3,889	35.5	13.2	29.5	24.8	24.1	31.2	7.4	15.0	3.5	15.8
Stanley		1.3	.0007	.4		1,853	.0007	1,425	4,633	.4	4,609	38.6	12.1	27.8	19.8	18.9	20.6	5.7	9.8	9.0	37.7
Sully		2.8	.0017	.8		5,655	.0019	2,020	7,069	.8	6,888	24.6	5.2	25.7	12.1	21.3	15.6	10.0	11.5	18.4	55.6
Todd		3.9	.0023	1.0		2,747	.0010	704	2,747	1.0	2,629	59.9	32.9	25.9	32.1	9.8	18.7	3.3	10.1	1.1	6.2
Tripp		8.4	.0050	2.4	3.1	9,835	.0035	1,171	4,098	2.6	3,846	41.7	15.6	25.2	21.4	23.1	30.2	5.5	11.3	4.5	21.5
Turner		10.8	.0064	3.2		11,775	.0041	1,090	3,680	3.2	3,725	33.1	12.8	33.4	29.3	25.5	34.5	5.4	11.4	2.6	12.0
Union		10.1	.0060	3.1	.5	11,362	.0040	1,125	3,665	3.1	3,632	38.2	15.2	28.1	25.2	25.4	35.2	5.8	12.6	2.5	11.8
Walworth		7.1	.0042	2.2	3.6	9,660	.0034	1,361	4,391	2.2	4,441	29.2	9.5	25.1	18.4	31.5	35.7	9.5	16.9	4.7	19.5
Washabaugh		.9	.0005	.2		857	.0004	986	4,435	.2	4,069	58.7	20.9	15.5	12.5	9.2	11.4	8.3	16.1	8.3	39.1

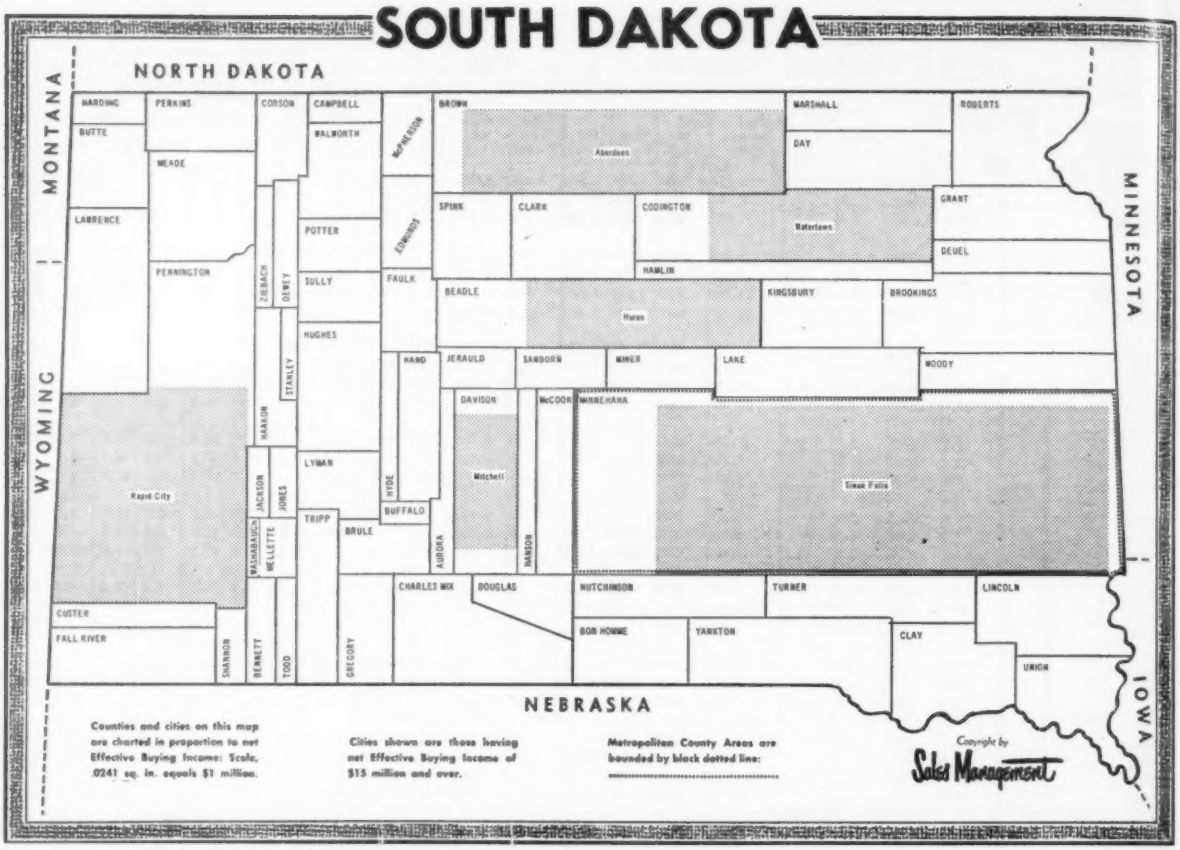
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

SOUTH DAKOTA



S. DAKOTA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Yankton		18.6	.0110	4.8	9.9	21,930	.0077	1,179	4,569	5.9	3,704	37.9	14.8	27.8	24.5	25.8	35.0	5.6	12.0	2.9	13.7
Yankton		9.9	.0059	3.1		15,511	.0055	1,567	5,004	4.0	3,888	38.0	14.1	26.1	21.9	27.1	35.1	5.8	11.8	3.0	17.1
Ziebach		2.7	.0016	.7		2,932	.0010	1,086	4,189	.7	4,171	45.7	15.8	21.8	17.1	18.2	21.9	7.5	14.3	6.8	30.9
Total Above Cities		196.9	.1167	59.3		333,175	.1174	1,692	5,618	72.9	4,571	30.2	9.5	25.0	17.9	31.8	34.9	8.4	14.6	4.6	23.1
State Total		681.8	.4039	198.4	261.1	894,118	.3150	1,311	4,507	222.2	4,023	35.4	12.7	26.9	21.9	26.5	33.1	7.1	13.9	4.1	18.4

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Rapid City	249	58.5	.0347	18.3	42.5	87,316	.0308	1,493	4,771
Sioux Falls	138	84.0	.0497	26.0	66.3	136,596	.0492	1,626	5,254

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Areas		142.5	.0844	44.3	108.8	223,912	.0790	1,571	5,054

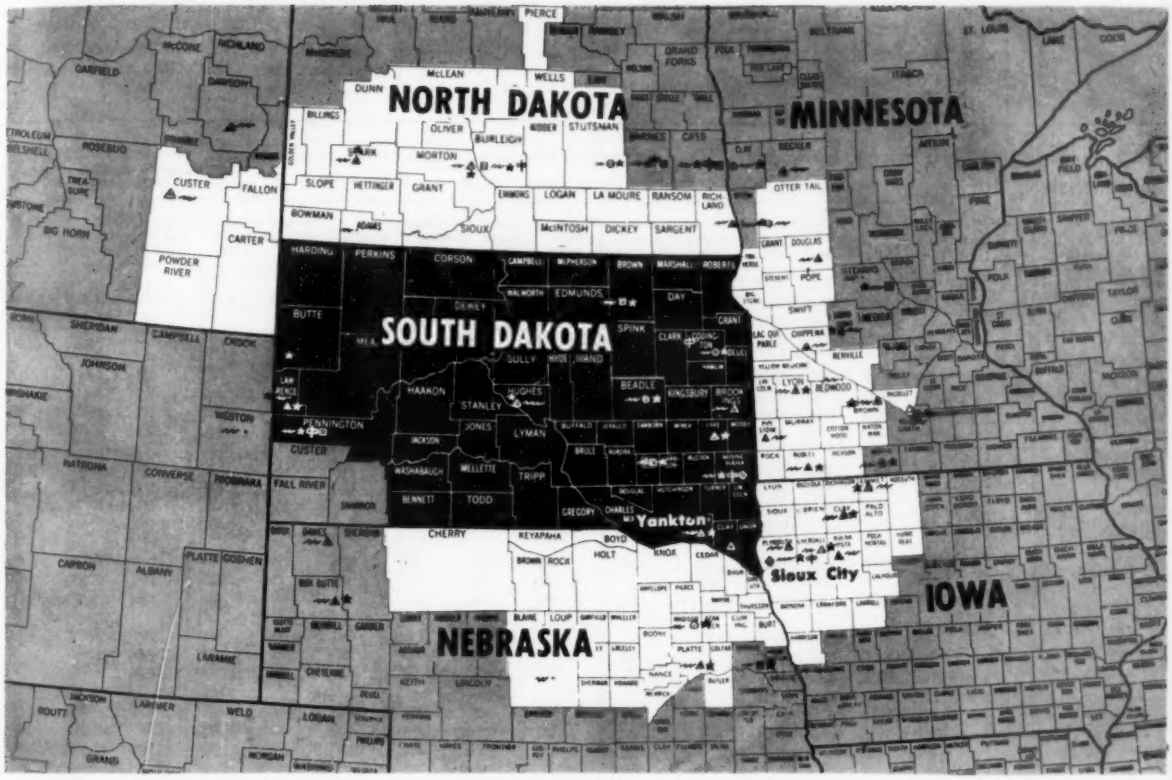
COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
1 Armstrong																
Aurora		2,153	.0011	1,656	.0016	59	41	375	155	173	...	46	50	223	821	81
Beadle		24,155	.0126	3,605	.0117	91	98	4,748	1,411	3,247	1,482	896	4,257	1,883	3,604	504
Huron		21,394	.0111		.0093	107	128	4,417	1,214	3,098	1,432	883	4,082	1,319	2,930	471
Bennett		2,804	.0014	3,505	.0017	61	67	545	145	759	...	...	205	232	522	35
Bon Homme		5,640	.0030	2,350	.0036	77	64	1,447	386	251	189	248	806	456	1,343	197
Brookings		19,050	.0099	3,663	.0096	87	91	3,314	842	1,936	432	438	3,598	1,075	4,907	554
Brookings		14,881	.0077		.0056	114	157	2,261	681	1,804	432	438	2,870	855	3,515	467
Brown		42,300	.0219	4,067	.0195	95	107	7,768	2,740	5,219	3,187	1,936	7,927	2,697	5,710	1,177
Aberdeen		36,960	.0192		.0156	109	134	6,619	2,408	5,104	3,187	1,936	7,058	2,096	4,474	1,109
Brule		7,431	.0039	4,371	.0030	86	111	1,184	674	452	88	122	2,110	640	1,210	264

1 Armstrong County is no longer a political entity, having been annexed by Dewey County.

Before using these figures, read foreword, page 11.

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Blankets South Dakota



Plus these important sections of 4 other states in rich Big Aggie land*

WNAX-570 Radio is the basic, most economical buy to cover the South Dakota market. But you get much more when your selling message travels WNAX-570's powerful beam. Your advertising reaches the length and breadth of Big Aggie Land—the Great Upper Missouri Valley where 2¼ million people have $2.8 billion to spend. Big Aggie Land covers 625,900 homes in 175 counties. And, WNAX-570 delivers your message to 42% of these homes on a monthly basis. A recent survey in the heart of the area gave WNAX-570, 66.4% share of the audience in competition with 52 other stations! To sell South Dakota, buy WNAX-570—and reap the reward of additional coverage in 4 other states. Your Katz representative will handle the details.

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General Manager

WATERTOWN, South Dakota

A CITY OF BUILDERS

The logical place for your industrial expansion or relocation. Heartland of agricultural Midwest. Present industries thriving and expanding. City of 14,000 on three railroads . . . two transcontinental highways. Favorable utilities . . . efficient labor . . . abundant water. Industrial foundation ready to assist you. Industrial sites and buildings available.

Direct your confidential inquiry to

Watertown Chamber of Commerce
WATERTOWN, SOUTH DAKOTA

WATCH FOR

JULY 10, 1957

The Survey of Industrial Buying Power

The Survey of Industrial Buying Power, for years a regular feature of the May 10 Survey of Buying Power, comes into its own this year — and will be published as a *separate issue* of Sales Management. Publication date: July 10.

S. DAKOTA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Buffalo		297	.0001	743	.0005	56	11	121	27	32	...	...	60	...	57	...
Butte		12,338	.0065	5,141	.0044	98	144	2,182	561	971	172	198	2,684	1,159	3,316	407
Campbell		2,108	.0010	2,342	.0012	63	53	341	181	247	25	26	82	107	997	48
Charles Mix		9,082	.0048	1,892	.0072	72	48	1,958	724	369	146	71	726	659	2,284	150
Clark		4,904	.0025	1,962	.0034	69	51	851	207	337	52	56	679	417	1,868	136
Clay		7,627	.0040	2,119	.0056	78	56	1,792	395	590	96	422	1,310	620	1,442	286
Codington		29,976	.0155	4,914	.0120	100	129	4,349	1,712	3,633	1,300	1,200	7,605	2,299	4,383	670
Watertown		28,617	.0149		.0103	121	175	4,107	1,547	3,551	1,360	1,200	7,341	2,165	3,964	670
Corson		3,298	.0018	2,356	.0023	68	51	581	147	312	37	...	362	211	1,055	68
Custer		5,392	.0028	3,370	.0025	76	85	1,337	515	373	146	93	837	717	389	129
Davison		24,581	.0127	4,469	.0109	101	118	3,688	1,691	2,750	1,573	685	5,881	1,751	3,770	867
Mitchell		22,932	.0119		.0096	117	145	3,500	1,470	2,633	1,573	649	5,881	1,442	3,103	637
Day		8,249	.0043	2,500	.0049	72	63	1,339	403	458	302	207	1,356	690	1,936	266
Deuel		5,474	.0029	3,421	.0029	78	78	796	153	333	64	66	530	591	1,266	78
† Dewey		2,680	.0014	2,436	.0018	62	48	443	102	352	23	47	262	219	764	111
Douglas		3,192	.0016	2,660	.0020	71	57	512	157	221	51	26	534	268	1,229	123
Edmunds		4,064	.0021	2,258	.0027	64	50	538	140	243	24	45	724	275	1,401	48
Fall River		13,985	.0073	4,238	.0060	86	104	2,256	1,473	1,708	502	454	2,718	1,294	1,855	594
Faulk		3,236	.0017	2,489	.0020	74	63	646	226	197	64	43	531	302	859	185
Grant		7,974	.0041	2,953	.0045	79	72	1,107	422	596	168	303	1,372	578	1,847	248
Gregory		5,614	.0029	2,339	.0031	69	64	1,094	429	150	147	70	663	579	1,879	131
Haakon		4,837	.0025	6,910	.0020	125	158	650	296	209	...	142	1,395	448	1,052	32
Hamlin		4,161	.0022	2,081	.0027	71	58	902	270	116	15	47	414	414	1,490	108
Hand		5,171	.0027	2,873	.0030	79	71	701	374	426	26	194	653	1,204	903	93
Hanson		1,642	.0008	1,263	.0018	62	28	261	69	88	...	62	...	88	428	84
Harding		955	.0005	1,592	.0009	82	45	139	102	122	...	...	367	130	54	41
Hughes		17,407	.0091	5,440	.0077	110	130	3,562	1,355	1,200	1,226	751	4,158	1,468	1,905	679
Pierre		16,019	.0083		.0063	124	163	3,267	1,259	1,150	1,226	751	3,943	1,214	1,578	617
Hutchinson		7,724	.0040	2,414	.0043	68	63	1,095	348	661	125	271	957	486	2,887	161
Hyde		2,318	.0012	3,311	.0013	87	80	531	100	51	92	53	367	201	815	32
Jackson		2,310	.0012	4,620	.0010	91	109	494	50	51	126	...	262	501	479	75
Jerauld		2,890	.0015	2,627	.0016	73	68	718	180	276	35	22	249	193	942	93
Jones		2,038	.0011	2,909	.0011	79	79	295	207	314	...	...	304	479	257	43
Kingsbury		8,214	.0042	2,934	.0043	78	76	1,632	391	788	51	250	1,633	417	2,320	151
Lake		11,354	.0059	3,915	.0054	89	97	2,354	595	1,032	249	489	2,445	771	1,693	260
Lawrence		16,582	.0086	2,859	.0091	85	80	4,441	1,325	1,577	1,122	769	3,155	1,452	932	716
Lincoln		8,718	.0046	2,356	.0053	74	64	729	299	696	290	116	1,525	620	2,178	266
Lyman		2,886	.0015	2,624	.0022	85	58	515	123	150	40	...	281	829	661	83
McCook		6,378	.0033	2,658	.0036	75	69	949	490	527	36	47	1,373	337	1,705	112
McPherson		4,935	.0025	2,903	.0025	68	68	795	283	401	413	191	1,077	254	1,111	205
Marshall		4,859	.0026	2,314	.0031	74	62	403	267	294	135	...	1,787	313	1,182	144
Meade		8,487	.0044	2,652	.0060	77	56	2,540	632	690	462	66	1,091	706	1,462	259
Mellette		782	.0004	978	.0011	69	25	207	74	...	18	...	223	58	62	22
Miner		3,385	.0017	1,991	.0022	65	50	760	262	271	31	40	426	175	1,099	151
Minnehaha	138	106,490	.0554	4,096	.0507	102	111	17,452	6,572	15,288	5,991	4,766	22,926	6,439	12,476	3,596
▲Sioux Falls		91,480	.0475		.0420	111	125	15,956	6,020	14,457	5,933	4,594	20,561	4,793	9,170	3,378
Moody		5,517	.0028	2,207	.0037	69	52	1,068	389	122	200	107	809	329	1,984	86

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

S. DAKOTA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Pennington	249	74,856	.0389	4,090	.0340	98	112	12,803	6,046	5,889	3,615	3,138	21,119	5,693	9,976	2,649
△Rapid City		69,522	.0361		.0264	114	156	11,782	5,279	5,356	3,426	3,088	20,876	4,381	9,306	2,549
Perkins		6,944	.0036	3,858	.0034	87	92	1,052	326	632	211	145	1,065	619	1,619	143
Potter		4,956	.0026	3,812	.0024	89	96	853	231	137	230	148	1,023	419	1,252	90
Roberts		8,188	.0042	2,339	.0054	67	52	1,182	644	1,270	126	193	1,500	507	2,078	264
Sanborn		3,612	.0019	2,580	.0020	74	70	556	163	68	65	21	564	333	1,013	67
Shannon		801	.0004	728	.0013	41	13	216	37	228	...	...	135	82	75	28
Spink		9,680	.0051	2,933	.0055	76	71	2,083	573	393	328	268	1,464	1,006	2,923	238
Stanley		4,840	.0024	11,600	.0012	171	343	290	557	126	...	...	570	318	413	238
Sully		1,898	.0010	2,373	.0016	94	59	314	35	81	...	47	646	143	513	70
Todd		986	.0005	986	.0011	48	22	267	95	181	...	50	...	283	110	...
Tripp		12,675	.0066	5,281	.0047	94	132	1,683	589	2,140	270	431	3,359	908	1,660	225
Turner		7,497	.0038	2,343	.0045	70	59	1,327	304	527	103	190	1,407	568	2,140	261
Union		6,857	.0036	2,212	.0043	72	60	877	596	497	89	23	1,535	529	1,470	326
Walworth		10,244	.0053	4,656	.0041	98	126	1,830	901	721	360	270	1,838	845	2,749	255
Washabaugh		119	.0001	595	.0003	60	20	96	...	23	...	...	...	...	...	...
Yankton		18,763	.0097	3,909	.0090	82	88	3,277	1,079	3,013	1,228	1,211	2,889	1,250	2,754	552
Yankton		17,275	.0090		.0066	112	153	3,081	970	2,912	1,228	1,211	2,765	1,094	2,403	552
Ziebach		981	.0005	1,401	.0010	63	31	262	...	122	...	42	63	30	238	69
Total Above Cities		319,080	.1657		.1317	113	142	54,960	20,848	40,065	19,847	14,750	75,377	19,369	40,443	10,450
State Total		671,339	.3487	3,384	.3429	85	86	117,505	43,217	67,335	27,578	22,152	134,888	51,758	121,582	20,139

METRO. AREAS		RETAIL SALES — SM ESTIMATES, 1956														
△Rapid City	249	74,856	.0389	4,090	.0340	98	112	12,803	6,046	5,889	3,615	3,138	21,119	5,693	9,976	2,649
Sioux Falls	138	106,490	.0554	4,096	.0507	102	111	17,452	8,572	15,288	5,991	4,786	22,926	6,439	12,476	3,598
Total Above Areas		181,346	.0943	4,094	.0847	100	112	30,255	12,618	21,157	9,606	7,902	44,045	12,132	22,452	6,245

TENNESSEE — (Other East South Central States: Alabama, Kentucky, Mississippi.)

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat.-& Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Athens	McMinn	11.3	186	52	19	19	16	15	14	12	10	6
Bristol	Sullivan	18.8	238	63	28	21	25	15	20	23	9	6
Chattanooga	Hamilton	143.7	1,928	445	327	188	132	132	113	194	78	62
Clarksville	Montgomery	22.8	340	95	60	32	28	16	27	25	13	8
Cleveland	Bradley	13.3	317	69	39	12	29	20	54	36	15	9
Columbia	Maury	13.4	261	75	28	25	19	7	21	25	20	6
Cookeville	Putnam	7.8	194	39	26	24	15	9	18	34	9	2
Covington	Tipton	5.1	160	56	15	8	7	9	13	17	8	4
Dyersburg	Dyer	12.6	212	56	27	16	15	18	16	19	10	10
Elizabethton	Carter	12.1	241	73	12	19	23	18	21	30	7	6
Fayetteville	Lincoln	7.4	165	45	21	13	17	13	11	14	10	3
Franklin	Williamson	7.0	152	49	23	18	8	8	10	9	8	3
Gallatin	Sumner	5.6	134	31	17	9	9	8	9	15	15	3
Greeneville	Greene	10.1	213	55	32	19	12	11	19	16	14	8
Jackson	Madison	36.4	474	122	60	46	36	20	36	55	23	16
Johnson City	Washington	32.4	413	134	49	30	43	26	20	37	14	10
Kingsport	Sullivan	26.4	396	97	53	35	31	27	45	33	16	14

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat.-& Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Knoxville	Knox	130.4	1,739	404	321	152	124	107	97	176	81	58
Lawrenceburg	Lawrence	6.3	149	31	16	14	11	10	22	14	12	7
Lebanon	Wilson	9.2	191	46	30	28	8	14	14	19	8	4
Maryville	Blount	9.1	263	74	31	11	12	28	25	33	15	6
McMinnville	Warren	9.1	208	64	18	24	15	9	22	20	8	4
Memphis	Shelby	462.9	4,022	865	702	390	305	232	168	387	156	249
Morristown	Hamblen	18.6	201	57	19	17	14	11	18	26	12	3
Murfreesboro	Rutherford	16.7	263	78	34	22	17	15	23	37	15	8
Nashville	Davidson	178.8	2,290	472	452	242	162	109	102	198	80	107
Oak Ridge	Anderson	34.7	*	*	*	*	*	*	*	*	*	*
Paris	Henry	9.9	192	48	29	22	16	11	13	16	9	6
Pulaski	Giles	5.9	186	51	23	17	15	7	15	20	13	8
Shelbyville	Bedford	13.0	196	46	18	13	12	14	14	28	15	6
Springfield	Robertson	8.5	167	51	25	12	12	7	8	15	11	3
Union City	Obion	8.0	208	55	39	15	17	9	15	18	12	6

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000 & over % Units	$10,000 & over % Inc.
Anderson	74	59.3	.0352	15.4	37.5	95,785	.0338	1,615	6,220	17.6	5,444	20.1	5.6	23.2	14.8	38.1	37.2	13.3	20.4	5.3	22.0
Oak Ridge		34.7	.0206	9.1		71,275	.0251	2,054	7,832	11.6	6,138	13.3	3.3	19.0	10.8	44.3	38.3	16.9	23.0	6.5	24.6
Bedford		23.5	.0139	6.7	13.0	23,846	.0084	1,015	3,559	7.0	3,413	44.5	19.9	33.3	33.6	16.7	26.0	3.5	8.7	2.0	11.8
Shelbyville		13.0	.0077	4.1		16,179	.0057	1,245	3,946	4.3	3,724	41.0	16.8	33.4	30.9	15.6	26.5	4.3	9.7	2.7	16.1
Benton		10.2	.0060	2.8		8,953	.0031	878	3,196	3.0	2,940	52.3	27.2	30.7	35.9	13.3	24.1	2.9	8.3	.8	4.5
Bledsoe		8.4	.0050	1.7		5,627	.0020	670	3,310	2.1	2,707	60.9	34.4	26.2	33.3	9.7	19.1	2.1	6.5	1.1	6.7
Blount	74	61.9	.0367	15.8	20.0	65,712	.0232	1,062	4,159	17.4	3,785	34.1	13.8	36.2	32.9	23.2	32.5	4.5	10.0	2.0	10.8
Maryville-Alcoa		*17.5*	*.0104*	*5.8*		*37,469*	*.0097*	*1,570*	*5,283*												
Maryville		9.1	.0054	2.8		16,209	.0057	1,781	5,789	3.9	4,112	36.4	13.5	31.1	26.1	23.4	30.2	5.6	11.5	3.5	18.7
Bradley		33.7	.0199	8.9	13.3	35,093	.0123	1,041	3,943	9.8	3,585	40.2	17.1	34.0	32.7	20.1	29.8	3.6	8.5	2.1	11.9
Cleveland		13.3	.0079	3.9		16,838	.0059	1,266	4,317	4.5	3,751	37.8	15.4	32.4	29.7	23.4	33.2	4.1	9.2	2.3	12.5
Campbell		35.0	.0208	8.2	6.0	27,410	.0097	783	3,343	8.8	3,112	47.1	23.1	34.4	38.1	14.7	25.0	2.7	7.4	1.1	6.4

*Not Available.

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Before using these figures, read foreword, page 11.

Nashville, Tennessee

SHOWS THE LARGEST PERCENTAGE OF INCREASE IN

Department Store Sales

FOR THE 6th FEDERAL RESERVE DISTRICT

METROPOLITAN AREA	% CHANGE 1956 OVER 1955
Atlanta	+2
Augusta	—1
Birmingham	+5
Jacksonville	+5
Knoxville	+2
NASHVILLE	**+9**
New Orleans	+5
Tampa-City	+2
Sixth Federal Reserve District	+6

In fact, Nashville's increase in this important category led all Federal Reserve Districts in the nation.

***MARKET FACTS**

Population, 1,346,800 Retail Sales, $1,073,837,000
Effective Buying Income, $1,534,381,000

*SM Survey of Buying Power, 1957



Evening



Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by **THE BRANHAM CO.**

TENNESSEE

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Cannon		7.9	.0048	2.0		6,094	.0021	771	3,047	2.2	2,832	55.3	29.8	31.3	38.1	9.9	18.6	2.5	7.3	1.0	6.2
Carroll		26.1	.0165	7.5	3.7	23,638	.0084	906	3,152	8.1	2,910	52.9	27.7	28.7	34.0	15.5	28.4	2.3	6.6	.6	3.3
Carter		45.1	.0287	11.2	12.1	47,988	.0169	1,064	4,294	12.4	3,874	37.2	14.7	30.7	27.3	24.3	33.4	5.3	11.4	2.5	13.2
Elizabethton		12.1	.0072	3.5		17,594	.0062	1,454	5,027	3.8	4,623	30.1	10.0	27.0	20.2	30.6	35.1	8.2	14.8	4.1	19.9
Cheatham		7.9	.0047	2.0		6,702	.0023	848	3,351	2.2	3,018	50.6	25.6	30.6	35.0	14.9	26.3	3.0	8.3	.9	4.8
Chester		10.1	.0060	2.5	2.4	7,780	.0028	770	3,112	2.8	2,749	57.2	31.8	28.9	36.2	11.3	21.9	1.8	5.5	.8	4.6
Claiborne		23.5	.0139	5.5		15,822	.0055	665	2,840	5.8	2,706	58.7	33.1	29.9	38.2	8.6	16.9	1.8	5.5	1.0	6.3
Clay		7.3	.0043	1.8		4,597	.0018	630	2,554	1.9	2,485	65.4	40.2	23.4	32.5	9.2	19.6	1.6	5.5	.4	2.2
Cocke		21.4	.0127	5.3	3.7	15,162	.0053	709	2,861	5.5	2,736	58.1	32.4	28.0	35.1	11.5	22.4	1.6	4.9	.8	5.2
Coffee		26.8	.0159	7.4	8.9	25,306	.0099	944	3,420	8.9	3,173	48.2	23.2	31.3	33.9	16.3	27.4	2.8	7.5	1.4	8.0
Crockett		18.1	.0107	4.9		17,867	.0063	987	3,646	5.7	3,162	46.8	22.6	33.1	36.0	16.3	27.4	2.6	7.0	1.2	7.0
Cumberland		20.2	.0120	4.6		14,937	.0052	739	3,247	5.2	2,874	54.5	28.9	29.6	35.6	12.7	23.4	2.3	6.6	.9	5.5
Davidson	98	382.9	.2150	102.8	282.5	598,853	.2110	1,650	5,826	127.3	4,703	31.2	10.1	27.6	20.2	28.5	32.2	7.8	13.9	4.9	23.6
▲Nashville		178.8	.1059	52.7		289,826	.1021	1,621	5,500	69.8	4,153	36.0	13.2	29.5	24.5	24.8	31.7	6.3	12.8	3.4	17.8
Decatur		8.2	.0048	2.2		5,711	.0020	696	2,596	2.2	2,542	61.7	37.1	27.0	36.6	9.7	20.3	1.2	4.0	.4	2.0
De Kalb		10.4	.0062	2.6		7,484	.0027	720	2,878	2.9	2,539	62.9	37.9	25.2	34.1	10.1	21.2	1.4	4.7	.4	2.1
Dickson		17.9	.0106	5.1	3.2	15,589	.0055	871	3,057	5.1	3,042	51.8	28.0	28.4	32.1	15.6	27.3	3.2	8.8	1.0	5.8
Dyer		29.4	.0174	8.3	12.6	30,647	.0108	1,042	3,692	9.0	3,400	47.1	21.2	29.8	30.1	17.4	27.3	3.6	8.8	2.1	12.6
Dyersburg		12.6	.0075	3.9		17,651	.0062	1,401	4,526	4.7	3,782	42.1	17.0	30.4	27.7	19.9	28.0	4.7	10.4	2.9	16.9
Fayette		26.6	.0158	6.1		15,957	.0056	600	2,616	6.3	2,515	67.5	41.0	23.2	31.9	6.7	14.1	1.4	4.6	1.2	8.4
Fentress		15.1	.0089	3.3		9,293	.0033	615	2,816	3.6	2,585	61.8	36.8	27.3	36.7	9.1	18.9	1.2	3.9	.6	3.7
Franklin		25.0	.0148	6.2	4.0	22,406	.0079	896	3,614	7.2	3,117	50.4	24.7	31.1	34.4	14.2	24.3	2.8	7.4	1.5	9.2
Gibson		50.1	.0297	14.7	17.2	53,343	.0188	1,065	3,629	15.7	3,406	45.1	20.2	31.5	31.9	17.8	27.8	3.7	9.0	1.9	11.1
Giles		25.1	.0149	6.8	5.9	23,552	.0083	938	3,464	7.3	3,217	50.0	23.7	28.7	30.7	16.3	27.0	3.3	8.7	1.7	9.9
Pulaski		5.9	.0035	1.9		8,336	.0029	1,413	4,387	2.2	3,723	43.5	17.9	27.5	25.4	21.5	30.7	4.9	11.0	2.6	15.0
Grainger		12.3	.0072	2.9		7,797	.0027	634	2,689	3.2	2,454	63.1	39.3	27.5	38.6	8.4	18.2	.7	2.5	.3	1.4
Greene		42.3	.0251	11.1	10.1	38,318	.0135	906	3,452	12.2	3,143	49.1	23.8	30.1	33.1	16.5	27.9	3.0	7.9	1.3	7.3
Greeneville		10.1	.0060	2.9		12,617	.0044	1,249	4,351	3.3	3,823	37.8	15.1	32.2	29.1	22.7	31.5	4.6	10.5	2.5	13.8
Grundy		12.4	.0074	2.9		8,131	.0029	656	2,804	3.1	2,623	60.2	35.0	28.1	36.9	9.5	19.3	1.6	5.2	.6	3.6

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

IN NASHVILLE

7 out of Top 10 Shows ARE ON WLAC-TV!*

23% more audience than the 2nd Nashville station day and night 7 days a week combined.*

103 counties in 4 states (Tennessee, Alabama, Kentucky, Illinois) with "effective" WLAC-TV audience.**

* Source: A.R.B., November, 1956.

** Source: N.C.S. Study #2, Spring, 1956.

T. B. BAKER, JR. — *Executive Vice-Pres. and Gen. Mgr.*

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Channel 5 WLAC-TV

The South's Great MULTI-MARKET & Audience Station

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TENNESSEE COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Hamblen		28.7	.0170	7.6	18.6	31,292	.0110	1,090	4,117	8.7	3,594	38.0	16.2	34.2	32.8	22.1	32.6	4.0	9.3	1.7	9.1
Morristown		18.6	.0110	5.1		22,410	.0079	1,205	4,394	6.0	3,720	36.0	14.8	34.0	31.5	23.8	34.0	4.3	9.7	1.9	10.0
Hamilton	27	236.7	.1402	66.6	171.6	342,521	.1207	1,447	4,993	77.2	4,437	31.2	10.7	30.4	23.7	27.6	33.0	6.9	13.0	3.9	19.6
▲Chattanooga		143.7	.0851	42.9		216,056	.0761	1,504	5,036	50.4	4,286	32.3	11.5	31.5	25.3	26.5	32.8	6.2	12.2	3.5	18.2
Hancock		7.8	.0045	1.9		4,348	.0015	572	2,288	1.9	2,254	69.4	47.0	25.0	38.4	4.8	11.2	.6	2.1	.2	1.3
Hardeman		21.9	.0130	4.9		14,527	.0051	663	2,965	5.4	2,691	60.7	34.4	26.5	34.0	10.1	19.9	1.7	5.2	1.0	6.5
Hardin		17.0	.0100	4.3		12,562	.0045	739	2,921	4.6	2,746	58.0	32.8	27.6	34.7	10.7	20.8	1.6	4.8	1.1	6.9
Hawkins		31.1	.0184	7.5	2.6	26,123	.0092	840	3,483	8.3	3,156	50.2	24.3	27.3	29.9	16.2	30.6	3.8	8.0	1.5	7.2
Haywood		26.3	.0156	6.4	4.8	19,437	.0068	739	3,037	6.5	2,969	54.4	28.0	28.2	32.8	13.6	24.4	2.5	6.9	1.3	7.9
Henderson		14.7	.0087	3.9	3.1	11,977	.0042	815	3,071	4.2	2,839	57.7	31.0	27.6	33.7	11.1	20.7	2.3	6.7	1.3	7.9
Henry		21.6	.0128	6.5	9.9	23,748	.0084	1,099	3,654	7.0	3,390	47.6	21.5	28.8	29.3	17.2	26.9	4.2	10.4	2.0	11.9
Paris		9.9	.0059	3.3		14,839	.0052	1,499	4,497	3.8	3,926	40.1	15.6	29.3	25.7	21.7	29.4	5.9	12.6	3.0	15.7
Hickman		12.6	.0075	3.1		11,113	.0039	882	3,585	3.7	3,033	55.7	26.0	26.6	30.4	12.8	22.4	3.2	8.7	1.7	10.5
Houston		4.4	.0026	1.2		3,224	.0012	733	2,687	1.2	2,656	62.4	35.9	26.4	34.2	7.8	15.7	2.3	7.3	1.1	6.9
Humphreys		10.2	.0060	2.8		10,390	.0038	1,019	3,711	3.2	3,272	47.5	22.2	30.7	32.4	16.3	26.5	3.9	9.9	1.6	9.0
Jackson		10.9	.0065	2.8		7,295	.0026	669	2,606	2.8	2,570	63.8	37.9	26.0	35.0	7.8	16.0	1.4	4.6	1.0	6.5
Jefferson		18.9	.0112	4.9	3.5	17,600	.0062	931	3,592	5.8	3,156	50.3	24.4	30.3	33.0	15.0	25.3	2.8	7.3	1.6	10.0
Johnson		11.4	.0067	2.7		8,019	.0028	703	2,970	3.0	2,695	59.3	33.6	27.1	34.8	11.0	21.7	1.9	5.8	.7	4.1

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

USE THE EDGE-INDEX

A special Edge-Index has been incorporated in this issue to help you find the data you want as soon as you open the book. See insert between pages 224 and 225 for master index and instructions.

1. 316,000 WATTS
2. TOWER 991 FEET ABOVE AVERAGE TERRAIN
3. COVERS MORE THAN 50 COUNTIES IN TENN., KY. N.C.

Knoxville...Channel 10

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TENNESSEE COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1958				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 Units %	$0-2,499 Inc. %	$2,500-3,999 Units %	$2,500-3,999 Inc. %	$4,000-6,999 Units %	$4,000-6,999 Inc. %	$7,000-9,999 Units %	$7,000-9,999 Inc. %	$10,000&over Units %	$10,000&over Inc. %
Knox	74	242.5	.1437	67.0	162.9	354,028	.1248	1,460	5,284	78.4	4,516	31.4	10.6	29.6	22.6	27.6	32.4	7.2	13.4	4.2	21.0
▲Knoxville		130.4	.0772	37.5		208,897	.0736	1,602	5,571	47.2	4,422	32.2	11.1	29.5	23.0	27.3	32.7	7.1	13.5	3.9	19.7
Lake		11.8	.0070	3.0		10,391	.0038	881	3,464	3.4	3,018	55.8	28.2	28.4	32.5	11.3	19.9	2.7	7.5	1.8	11.9
Lauderdale		24.9	.0147	6.5	3.4	21,432	.0076	861	3,297	7.0	3,062	53.7	26.8	29.0	32.7	12.6	21.8	3.0	8.3	1.7	10.4
Lawrence		27.5	.0163	7.0	6.3	21,385	.0075	778	3,055	7.3	2,942	54.6	28.3	28.5	33.4	13.7	24.8	1.9	5.4	1.3	8.1
Lawrenceburg		6.3	.0037	1.8		7,317	.0026	1,161	4,065	2.0	3,651	44.9	18.8	29.0	27.4	20.1	29.2	3.1	7.1	2.9	17.5
Lewis		6.9	.0036	1.5		4,927	.0018	821	3,285	1.7	2,825	53.0	28.6	31.1	38.1	13.9	26.1	1.4	4.1	.6	3.1
Lincoln		25.1	.0149	6.7	7.4	23,373	.0082	931	3,489	7.4	3,156	48.7	23.6	29.6	32.4	17.4	29.2	3.1	8.2	1.2	6.6
Fayetteville		7.4	.0044	2.4		10,071	.0035	1,361	4,196	2.8	3,542	41.4	17.8	31.5	30.7	21.2	31.8	4.1	9.7	1.8	10.0
Loudon		24.6	.0148	6.4	9.4	22,393	.0079	910	3,499	6.5	3,420	42.1	18.8	31.7	32.0	21.1	32.7	3.7	9.1	1.4	7.4
McMinn		34.0	.0202	8.9	14.6	32,865	.0116	967	3,693	9.7	3,402	48.5	20.9	28.5	29.0	19.4	30.3	3.7	9.0	1.9	10.8
Athens		11.3	.0067	3.2		13,985	.0049	1,238	4,370	3.7	3,805	42.0	16.9	28.2	25.5	22.1	30.9	4.9	10.7	2.8	16.0
McNairy		22.1	.0131	5.7		16,638	.0058	753	2,919	6.1	2,729	56.3	31.5	30.5	38.6	11.3	21.9	1.2	3.6	.7	4.4
Macon		12.9	.0078	3.5		8,892	.0032	689	2,541	3.6	2,459	64.7	40.2	27.5	38.6	6.2	13.3	.9	3.2	.7	4.7
Madison		62.1	.0366	17.7	38.5	75,718	.0266	1,219	4,278	19.8	3,820	41.3	16.5	28.4	25.6	22.2	30.9	5.4	11.9	2.7	15.1
Jackson		36.4	.0216	11.4		54,358	.0192	1,493	4,768	13.7	3,978	39.2	15.0	28.1	24.4	23.6	31.5	6.1	12.8	3.0	16.3
Marion		21.0	.0124	5.0	2.7	17,655	.0063	841	3,531	5.7	3,097	48.0	23.7	31.7	35.4	16.8	28.6	2.9	7.9	.8	4.4
Marshall		17.8	.0106	5.1	5.3	20,007	.0070	1,124	3,923	5.6	3,592	43.5	18.5	33.1	31.7	17.3	25.6	3.4	7.9	2.7	16.3
Maury		42.5	.0252	12.0	16.9	45,682	.0161	1,075	3,807	12.9	3,554	42.1	18.1	31.1	30.2	21.1	31.5	3.7	8.7	2.0	11.5
Columbia		13.4	.0079	4.1		19,096	.0067	1,425	4,658	4.8	3,980	35.5	13.6	31.3	27.3	25.6	34.1	4.8	10.0	2.8	15.0
Meigs		6.0	.0035	1.3		4,267	.0015	711	3,282	1.5	2,885	57.2	30.3	28.5	34.0	10.6	19.5	2.2	6.5	1.5	9.7
Monroe		23.1	.0137	5.6	4.1	17,313	.0061	749	3,092	5.9	2,926	54.7	28.5	29.8	34.9	12.2	22.2	2.2	6.4	1.3	8.8
Montgomery		51.9	.0307	12.4	22.8	74,685	.0263	.1439	6,023	21.1	3,544	41.7	18.0	34.6	33.6	17.9	26.9	3.5	8.2	2.3	13.3
Clarksville		22.8	.0135	6.3		33,496	.0118	1,469	5,317	8.2	4,066	37.9	14.2	32.1	27.2	21.5	28.1	4.7	9.7	3.8	20.8
Moore		4.0	.0024	1.1		3,124	.0011	781	2,840	1.1	2,779	56.1	30.9	29.8	36.9	11.3	21.6	2.0	5.9	.8	4.7
Morgan		15.2	.0090	3.2		10,312	.0037	678	3,223	3.6	2,878	54.5	28.9	29.8	35.6	12.6	23.2	2.1	6.3	1.0	6.0
Obion		26.0	.0154	7.7	8.0	29,836	.0105	1,148	3,875	8.6	3,473	43.7	19.2	32.4	32.1	18.5	28.4	3.3	8.0	2.1	12.3
Union City		8.0	.0047	2.8		11,941	.0042	1,493	4,265	3.2	3,787	39.8	16.1	32.3	29.3	21.3	29.9	3.7	8.3	2.9	16.4
Overton		16.3	.0097	4.0		10,577	.0037	649	2,644	4.3	2,485	65.0	40.0	25.8	35.8	7.1	15.2	1.4	4.7	.7	4.3
Perry		5.7	.0034	1.5		4,125	.0015	724	2,750	1.6	2,583	61.7	36.5	24.5	32.7	12.1	25.0	1.4	4.5	.3	1.3
Pickett		4.4	.0026	1.0		2,484	.0008	565	2,484	1.1	2,348	66.0	42.9	27.9	41.1	5.4	12.2	.2	.7	.5	3.1
Polk		12.6	.0074	3.1		10,456	.0037	830	3,373	3.2	3,291	45.1	20.9	31.5	33.1	19.1	30.8	2.9	7.3	1.4	7.9
Putnam		31.4	.0186	8.2	7.8	30,587	.0108	974	3,730	9.8	3,135	53.1	25.9	28.1	30.8	14.1	23.9	2.9	7.8	1.8	11.6
Cookeville		7.8	.0046	2.1		11,565	.0041	1,483	5,507	3.5	3,334	52.6	24.1	25.6	26.4	15.9	25.4	3.5	8.8	2.4	15.3
Rhea		15.1	.0090	3.9	3.1	13,275	.0047	879	3,404	4.2	3,163	46.7	22.5	30.0	32.8	19.7	33.1	2.7	7.2	.9	4.4
Roane		32.8	.0194	8.5	14.2	33,059	.0118	1,008	3,889	9.1	3,623	39.2	16.5	31.0	29.5	24.0	35.2	4.0	9.2	1.8	9.6
Robertson		27.4	.0162	7.5	8.5	26,988	.0095	985	3,599	8.3	3,263	47.9	22.4	30.2	31.8	17.4	28.4	2.8	7.3	1.7	10.1
Springfield		8.5	.0050	2.6		9,816	.0035	1,155	3,775	2.8	3,512	45.2	19.7	30.9	30.3	18.2	27.5	3.3	7.8	2.4	14.7
Rutherford		43.2	.0256	11.4	16.7	51,146	.0181	1,184	4,486	14.0	3,642	41.5	17.4	31.0	29.5	20.3	29.5	5.0	11.5	2.2	12.1
Murfreesboro		16.7	.0099	5.0		25,190	.0089	1,508	5,038	6.3	3,981	38.9	14.9	29.8	25.9	21.8	29.1	6.4	13.4	3.1	16.7
Scott		18.1	.0107	4.0		11,329	.0039	626	2,832	4.2	2,679	57.9	33.0	29.4	38.1	10.7	21.1	1.3	3.9	.7	3.9
Sequatchie		6.2	.0037	1.3		4,398	.0016	709	3,383	1.6	2,798	54.4	29.7	30.0	37.0	13.4	25.4	1.7	5.1	.5	2.8
Sevier		22.1	.0131	5.5		17,959	.0063	813	3,265	5.9	3,062	52.3	26.1	30.3	34.1	13.5	23.4	2.2	6.1	1.7	10.3
Shelby	99	547.4	.3243	156.0	471.9	917,129	.3232	1,675	5,879	195.9	4,681	32.2	10.5	27.9	20.7	27.1	30.7	7.8	13.9	5.0	24.2
▲Memphis		462.9	.2742	136.5		805,232	.2837	1,740	5,899	170.1	4,734	31.5	10.2	28.1	20.4	27.4	30.7	7.9	14.1	5.1	24.6
Smith		12.8	.0076	3.5		11,254	.0040	879	3,215	3.7	3,033	49.8	25.1	32.9	37.3	13.5	23.6	2.7	7.6	1.1	6.4
Stewart		7.6	.0045	1.9		5,886	.0020	774	3,097	2.3	2,616	59.2	34.8	29.3	38.5	9.8	19.9	1.1	3.6	.6	3.4
Sullivan	188	111.1	.0658	29.5	60.9	156,261	.0551	1,406	5,297	33.0	4,740	26.8	8.6	27.9	20.4	32.6	38.5	8.6	15.2	4.1	19.3
△*Bristol (Tenn.)-Bristol (Va.)*		*30.8*	*.0214*	*10.0*		*58,177*	*.0184*	*1,441*	*5,818*												
△Kingsport		26.4	.0156	7.4		49,414	.0174	1,872	6,678	9.3	5,339	23.1	6.6	26.7	17.3	33.2	33.0	11.0	17.3	6.0	25.9
△Bristol		18.8	.0111	5.5		30,850	.0109	1,641	5,609	6.4	4,832	25.9	8.2	27.9	19.8	33.5	36.9	8.3	14.5	4.4	20.6
Sumner		32.4	.0192	8.8	5.8	30,358	.0107	937	3,456	9.6	3,171	48.5	23.3	30.9	33.7	16.0	26.8	3.2	8.4	1.4	7.8
Gallatin		5.6	.0033	1.8		7,445	.0026	1,329	4,136	2.1	3,632	38.4	16.1	34.6	33.0	20.5	30.0	4.5	10.3	2.0	10.6
Tipton		29.9	.0177	7.5	5.1	27,014	.0095	903	3,602	8.3	3,240	51.4	24.2	27.5	29.4	15.9	28.0	3.2	8.2	2.0	12.2
Covington		8.1	.0030	1.6		8,355	.0029	1,638	5,222	2.0	4,153	42.5	15.6	28.5	23.8	18.8	24.0	5.5	11.0	4.7	25.6
Trousdale		5.5	.0033	1.4		3,748	.0013	681	2,676	1.4	2,771	58.1	32.0	29.5	36.9	9.6	18.4	1.5	4.5	1.3	8.2
Unicoi		16.0	.0094	3.9	6.4	16,515	.0058	1,032	4,235	4.2	3,958	34.0	13.1	31.0	27.1	26.7	35.8	6.1	12.9	2.2	11.1
Union		8.5	.0051	1.9		5,208	.0019	613	2,741	2.0	2,542	60.8	36.5	27.1	36.9	10.7	22.3	1.3	4.3	.1	

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

Power Packed Punch

. . . in the South's 1st, the Nation's 10th wholesale market.



Of course you get Memphis when you put it in CAPS. The morning Commercial Appeal offers you 79.1% coverage of the city of Memphis alone — evening Press-Scimitar gives you 70.0% coverage, while the Sunday Commercial Appeal covers 92.2% of all Memphis families.

But you get more, much more, than the capitol city of the Mid-South.

How much more? 60.5% family coverage in the 62 cities where 2½ billion dollars of buying power is concentrated. That's why 95.8% of all national advertisers use both Memphis newspapers. Do you?

Two Dailies and The South's Greatest Sunday Newspaper Combined Daily Circulation 350,536—Sunday Commercial Appeal 262,906—(ABC Publisher Statement 9-30-56)

THE COMMERCIAL APPEAL ≈ MEMPHIS PRESS-SCIMITAR

SCRIPPS-HOWARD NEWSPAPERS

TRI-CITIES
MEASURE THE WCYB-TV MARKET



POPULATION 1,721,400



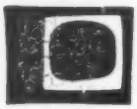
FAMILIES 402,100



EFFECTIVE BUYING INCOME $1,528,366,000



TOTAL RETAIL SALES $993,033,000



TV HOMES 218,718 as of January 1 (according to Television magazine)



C P M cost per thousand, $1.36

★ THE TRI-CITIES MARKET ENJOYS THE BEST IN NBC AND ABC NETWORK PROGRAMMING.

PLUS WARNER BROS.
FEATURE MOVIES
LOONEY TUNES CARTOONS
POPEYE CARTOONS

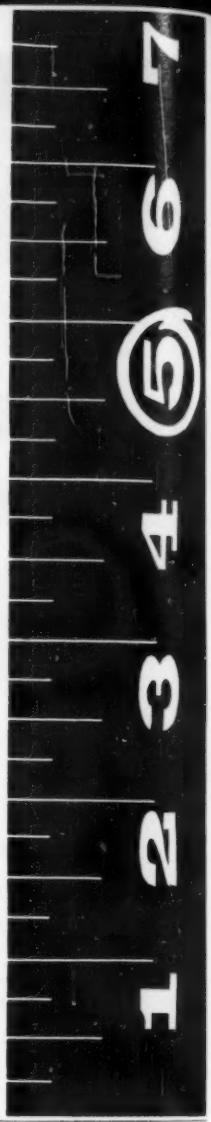
★ AND DON'T FORGET WCYB RADIO . . . 690 K.C.
10,000 WATTS
SAME MARKET

WCYB-TV
OFFICES IN BRISTOL
NBC/ABC CHANNEL

BRISTOL, VIRGINIA-TENNESSEE
JOHNSON CITY, TENNESSEE
KINGSPORT, TENNESSEE

5

REPRESENTED BY WEED TELEVISION CORP.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TENNESSEE COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Van Buren		4.0	.0023	.8		2,417	.0008	604	3,021	1.0	2,459	68.5	42.5	25.6	36.0	3.6	7.7	.9	3.1	1.4	10.7
Warren		22.5	.0134	6.4	9.1	20,829	.0074	928	3,255	6.7	3,095	50.6	24.9	31.3	34.9	14.2	24.3	2.4	6.5	1.5	9.4
McMinnville		9.1	.0054	2.8		11,664	.0041	1,282	4,166	3.2	3,625	43.2	15.2	32.1	30.5	18.4	27.0	3.6	8.4	2.7	15.9
Washington	188	63.1	.0373	16.1	32.4	74,846	.0263	1,186	4,649	18.5	4,037	38.5	14.5	29.7	25.4	22.7	29.9	5.7	11.9	3.4	18.3
△Johnson City		32.4	.0192	8.2		46,109	.0162	1,423	5,623	10.7	4,309	35.7	12.7	29.0	23.2	24.8	30.6	6.5	12.6	4.0	20.9
Wayne		13.4	.0080	3.3		8,790	.0031	656	2,664	3.4	2,569	61.9	36.8	27.4	36.7	8.5	17.6	1.6	5.2	.6	3.7
Weakley		24.0	.0142	7.0	3.9	23,950	.0085	998	3,421	8.0	2,980	52.3	26.8	30.0	34.8	24.3	25.4	2.3	6.4	1.1	6.6
White		15.7	.0093	4.0	4.2	13,168	.0046	839	3,292	4.4	2,969	55.4	28.5	30.0	34.7	11.1	19.9	1.7	4.9	1.8	12.0
Williamson		22.4	.0133	5.8	7.0	21,526	.0076	961	3,711	6.2	3,488	49.9	21.8	28.1	27.8	15.3	23.3	3.8	9.2	2.9	17.9
Franklin		7.0	.0041	2.1		9,077	.0032	1,297	4,322	2.4	3,858	42.2	16.7	30.2	26.9	19.3	26.6	5.0	10.9	3.3	18.9
Wilson		26.9	.0159	7.6	9.2	26,718	.0094	993	3,515	8.4	3,193	48.4	23.1	30.2	32.5	17.3	28.9	2.7	7.2	1.4	8.3
Lebanon		9.2	.0055	2.7		11,234	.0040	1,221	4,161	3.2	3,524	42.4	18.4	31.2	30.6	20.9	31.5	3.5	8.3	2.0	11.2
Total Above Cities		1,307.3	.7743	383.9		2,104,942	.7414	1,610	5,483	475.9	4,423	33.5	11.6	29.0	22.6	26.3	31.6	7.1	13.4	4.1	20.8
State Total		3,457.8	2.0483	930.7	1,637.2	4,226,292	1.4892	1,222	4,541	1,075.0	3,931	40.0	15.5	29.3	25.7	22.2	30.0	5.4	11.6	3.1	17.2

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Bristol-Johnson City-Kingsport	188	230.8	.1366	58.9	116.3	284,974	.1004	1,235	4,838
Chattanooga	27	279.3	.1655	80.2	185.8	398,256	.1403	1,426	4,966
Knoxville	74	363.7	.2156	98.2	220.4	515,525	.1818	1,417	5,250

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Before using these figures, read foreword, page 11.

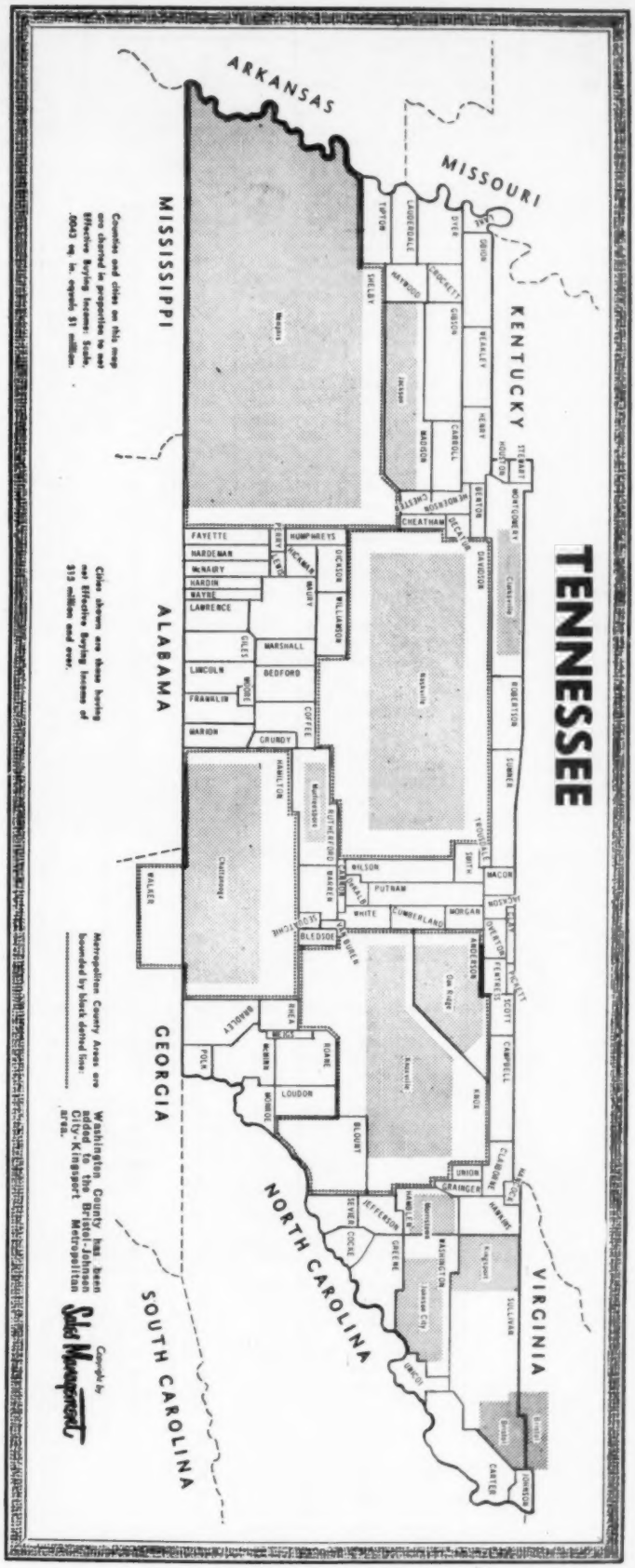
KNOXVILLE

WATER
MARKETS
LABOR
RECREATION
SITES
POWER
TRANSPORTATION

NEW INDUSTRIAL DISTRICT

Considering a Southern location? We'll provide factual information to aid your study of Knoxville and the East Tennessee area. Your inquiries are handled in confidence.

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COMMITTEE OF 100
CHAMBER OF COMMERCE
KNOXVILLE, TENNESSEE



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TENN. METRO. AREAS (continued)	Area No	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Memphis	89	547.4	.3243	156.9	471.9	917,129	.3232	1,675	5,879
Nashville	96	362.9	.2150	102.8	282.5	598,853	.2110	1,650	5,825

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57				SM E. B. I. ESTIMATES, 1956			
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Areas		1,784.1	1.0570	496.1	1,276.9	2,714,737	.9567	1,522	5,472

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Anderson	74	46,601	.0243	3,029	.0312	89	59	15,615	2,847	4,581	2,064	2,010	6,879	4,695	1,536	1,930
Oak Ridge		29,984	.0156		.0214	104	76	10,070	1,837	3,753	1,331	1,296	5,727	3,029	991	1,245
Bedford		16,057	.0083	2,397	.0095	68	60	3,712	566	1,418	651	997	3,531	1,313	2,012	448
Shelbyville		14,592	.0076		.0067	87	99	3,018	455	1,181	651	997	3,422	1,210	1,914	389
Benton		6,617	.0034	2,363	.0037	62	57	1,011	356	479	248	216	2,820	579	463	167
Bledsoe		2,778	.0015	1,634	.0025	50	30	818	119	140	105	86	994	139	238	75
Blount	74	55,953	.0290	3,514	.0276	75	79	18,292	2,270	5,210	1,288	3,207	11,937	5,352	2,943	1,592
Maryville-Alcoa		*46,661*	*.0257*		*.0140*	*155*	*228*	*14,680*	*1,776*	*4,184*	*1,288*	*2,996*	*11,085*	*2,642*	*2,189*	*1,357*
Maryville		44,090	.0229		.0108	200	424	13,916	1,422	4,184	1,288	2,996	10,986	2,499	2,049	1,187
Bradley		29,886	.0156	3,358	.0148	74	78	6,109	1,297	2,289	1,531	1,470	8,560	2,271	3,243	1,116
Cleveland		28,099	.0146		.0089	113	185	5,658	1,217	1,910	1,531	1,392	8,065	2,093	3,203	1,116
Campbell		17,295	.0090	2,109	.0017	56	43	5,401	923	1,491	1,054	776	3,896	1,314	1,080	631
Cannon		3,790	.0019	1,895	.0026	57	41	883	134	1,019	59	122	1,042	239	101	122
Carroll		16,614	.0087	2,215	.0099	64	56	3,870	593	906	854	942	4,922	1,738	1,572	439
Carter		24,696	.0128	2,206	.0176	66	48	7,146	404	3,113	1,171	1,684	5,227	2,073	1,741	691
Elizabethton		20,819	.0108		.0078	108	150	5,526	385	2,235	1,171	1,562	5,124	1,381	1,558	691
Cheatham		4,635	.0024	2,318	.0028	60	51	854	106	944	75	...	1,081	561	627	99
Chester		5,696	.0029	2,278	.0035	58	48	1,049	197	251	248	268	868	540	772	221
Claiborne		6,220	.0033	1,131	.0065	47	24	940	242	870	94	378	1,410	578	442	119
Clay		1,945	.0010	1,081	.0020	47	23	481	62	246	55	91	195	341	211	87
Cocke		10,865	.0056	2,050	.0069	54	44	2,963	669	1,213	697	789	1,768	552	866	443
Coffee		23,019	.0120	3,111	.0112	70	75	5,399	1,184	1,381	1,133	1,339	5,402	2,600	2,033	821
Crockett		6,922	.0036	1,413	.0064	60	34	2,191	189	541	356	195	882	455	976	249
Cumberland		12,489	.0065	2,715	.0070	58	54	2,582	572	1,196	283	512	4,556	940	1,102	322
Davidson	96	447,177	.2323	4,350	.2181	101	108	95,322	24,530	64,212	45,173	19,983	86,376	33,172	25,374	12,388
▲Nashville		373,481	.1940		.1304	123	183	64,845	20,025	60,578	42,679	18,600	77,700	21,326	20,839	9,209
Decatur		3,896	.0020	1,771	.0026	54	42	974	184	402	92	154	571	531	854	182
De Kalb		4,571	.0024	1,758	.0033	53	39	907	140	506	283	297	492	1,038	230	201
Dickson		12,225	.0063	2,397	.0068	64	59	3,106	468	1,503	797	404	2,678	1,008	874	294
Dyer		26,223	.0136	3,158	.0129	74	78	6 326	1,068	2,115	2,049	1,838	4,819	1,753	2,104	737
Dyersburg		19,020	.0099		.0076	101	132	4,443	692	1,516	1,986	1,639	3,728	1,188	1,182	584
Fayette		8,528	.0045	1,398	.0073	46	28	2,047	129	2,099	284	410	1,405	704	747	177
Fentress		5,327	.0027	1,614	.0043	48	30	1,085	172	1,619	...	323	600	513	419	164
Franklin		14,909	.0078	2,405	.0092	62	53	3,340	469	1,032	881	721	3,647	1,137	1,582	303
Gibson		36,122	.0187	2,457	.0210	71	63	8,689	1,879	2,474	1,884	1,833	8,887	3,101	3,228	1,859
Giles		15,942	.0083	2,344	.0096	64	56	3,909	786	1,330	1,165	512	3,703	1,385	1,129	373
Pulaski		12,161	.0063		.0040	114	180	2,592	409	572	1,165	552	3,642	1,171	838	373
Grainger		3,167	.0017	1,092	.0033	46	24	1,041	238	305	...	149	772	240	84	52
Greene		24,656	.0128	2,221	.0156	62	51	3,516	1,327	2,996	1,153	1,603	5,791	2,286	2,484	948
Greeneville		21,830	.0113		.0068	113	188	2,880	1,119	2,433	1,153	1,603	4,944	2,134	2,170	948
Grundy		5,145	.0027	1,774	.0038	51	36	1,359	267	1,053	...	206	1,427	596	...	...
Hamblen		33,133	.0172	4,350	.0140	82	101	7,284	823	2,578	1,719	1,561	10,892	2,586	3,344	771
Morristown		32,222	.0167		.0112	102	152	6,938	640	2,510	1,719	1,561	10,892	2,334	3,344	771
Hamilton	27	284,526	.1478	4,148	.1327	95	105	66,752	16,364	38,071	19,557	16,872	46,998	21,569	19,072	7,848
▲Chattanooga		253,145	.1315		.0945	111	155	53,960	13,637	35,944	19,110	16,089	45,210	17,584	15,884	6,303
Hancock		1,335	.0007	703	.0019	42	16	80	...	390	29	30	403	57	200	87
Hardeman		9,033	.0047	1,843	.0066	51	36	2,032	281	1,247	180	193	1,772	1,166	981	222
Hardin		9,518	.0049	2,213	.0057	57	49	1,681	324	1,228	235	481	2,024	1,147	1,101	185
Hawkins		10,801	.0056	1,440	.0099	54	30	2,277	454	1,765	472	436	2,117	1,412	995	179
Haywood		12,155	.0063	1,899	.0085	54	40	2,503	268	2,069	269	472	1,259	1,013	1,345	279
Henderson		8,325	.0043	2,135	.0051	59	49	1,949	141	520	699	450	2,698	422	543	287
Henry		16,704	.0087	2,570	.0094	73	68	4,287	880	1,267	1,205	1,073	2,653	1,742	941	580
Paris		14,900	.0077		.0061	103	131	3,624	553	940	1,188	1,039	2,653	1,521	876	550
Hickman		5,025	.0026	1,621	.0042	56	35	1,190	317	1,073	202	328	829	396	358	222
Houston		1,668	.0009	1,390	.0014	54	35	791	73	308	47	40	147	...	136	99
Humphreys		6,541	.0034	2,336	.0040	67	57	2,109	519	342	159	476	910	541	621	237
Jackson		3,614	.0019	1,390	.0032	49	29	1,743	73	450	94	57	505	180	188	39
Jefferson		11,660	.0060	2,380	.0071	63	54	3,506	360	1,437	324	496	2,334	904	1,205	390
Johnson		3,456	.0018	1,280	.0033	49	27	640	43	910	67	68	596	511	397	97
Knox	74	273,808	.1423	4,087	.1338	93	99	58,113	15,434	52,954	14,644	12,574	50,225	20,661	17,934	8,641
▲Knoxville		245,239	.1274		.0905	117	165	47,456	13,668	51,164	14,477	11,436	45,894	15,955	15,571	7,560

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

DICTIONARY OF SYNONYMS FOR WSM-TV



Top Ba-nan-a

No matter what yardstick you use . . . programming, public service, audience loyalty, sales ability . . . you'll find WSM-TV to be the number one station in the Nashville market.

For facts and figures, ask Irving Waugh or any Petry man.

WSM-TV

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station

IRVING WAUGH, Commercial Manager • EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station – Clear Channel 50,000-watt WSM Radio – is the only single medium that covers completely the rich Central South market.



40% OF MEMPHIS IS NEGRO!

PAY ENVELOPE
QUARTER BILLION DOLLARS

INDUSTRIAL EXPANSION

40% of the Memphis population is Negro! And they have the highest income relative to white income of any Negroes in the Nation—creating a Quarter of a Billion Dollar Market!

WDIA COVERAGE

WDIA has a 50,000-watt coverage, reaching nearly one-tenth of all Negro consumers in America! Since newspaper readership is low, and TV ownership negligible, WDIA dominates commercial contact with 1,237,686 potential buyers! An exclusive Negro station, with customized programming, WDIA is a powerhouse of pressure for selling goods. To get convincing statistics on your sales opportunities in this dynamic Negro market, request, on your letterhead, a factual prospectus on your products—plus a bound copy of, "The Story Of WDIA"!

WDIA 50,000-WATTS

MEMPHIS, TENNESSEE

TENNESSEE

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lake		7,173	.0037	2,391	.0043	61	53	2,378	396	499	248	270	922	667	790	320
Lauderdale		13,444	.0070	2,068	.0089	61	48	2,923	442	1,191	945	611	2,723	698	1,986	399
Lawrence		18,188	.0094	2,598	.0098	60	58	2,809	406	1,649	819	794	4,829	1,655	3,487	445
Lawrenceburg		16,013	.0083		.0045	122	224	2,003	343	1,112	819	725	4,829	1,608	3,060	306
Lewis		3,136	.0016	2,091	.0021	58	44	764	102	206	55	150	939	177	278	104
Lincoln		16,245	.0085	2,425	.0096	64	57	3,358	454	929	1,133	948	3,534	1,489	1,855	538
Fayetteville		14,205	.0074		.0049	111	168	2,611	403	576	1,102	913	3,534	1,156	1,741	496
Loudon		16,335	.0085	2,552	.0094	65	59	4,133	792	1,205	661	805	3,962	1,781	1,425	550
McMinn		15,355	.0079	1,725	.0122	60	39	3,703	552	1,391	803	764	3,626	1,060	1,828	356
Athens		10,619	.0055		.0054	81	82	2,470	323	647	683	460	2,837	441	1,417	172
McNairy		11,172	.0059	1,960	.0073	56	45	1,763	399	1,026	527	507	3,659	1,687	661	255
Macon		4,495	.0023	1,284	.0038	50	30	926	72	787	348	232	1,055	68	493	235
Madison		53,634	.0278	3,030	.0290	79	78	13,246	2,508	7,337	4,570	2,346	9,708	4,190	3,375	1,468
Jackson		48,782	.0253		.0215	100	117	11,379	2,280	6,785	4,539	2,042	9,468	3,308	3,375	1,333
Marion		13,632	.0071	2,726	.0078	63	57	3,703	1,215	1,440	261	521	2,836	1,971	538	336
Marshall		12,404	.0065	2,432	.0076	72	61	3,089	323	768	764	634	3,955	767	918	445
Maury		32,496	.0169	2,708	.0181	72	67	8,424	1,495	2,190	2,961	1,287	6,593	3,006	3,228	652
Columbia		24,180	.0126		.0087	110	159	5,221	833	1,767	2,756	1,030	5,381	2,140	2,850	434
Meigs		1,181	.0006	908	.0017	49	17	159	67	449	...	...	155	205	...	...
Monroe		13,806	.0071	2,465	.0079	58	52	3,268	643	1,322	879	499	2,957	1,671	1,557	425
Montgomery		41,102	.0214	3,315	.0257	84	70	9,454	1,548	4,302	2,661	2,652	10,618	2,884	3,412	1,071
Clarksville		35,601	.0185		.0142	105	137	7,955	1,235	4,230	2,661	2,652	8,257	1,920	3,358	1,026
Moore		918	.0005	827	.0012	50	21	215	19	220	...	57	...	183	89	...
Morgan		2,753	.0014	880	.0040	44	16	1,021	134	398	27	116	276	451	218	...
Obion		20,234	.0105	2,628	.0115	75	68	4,522	756	957	1,487	1,593	4,939	1,278	1,920	588
Union City		14,511	.0075		.0053	113	160	2,718	625	605	1,390	1,405	3,865	804	1,737	435
Overton		6,247	.0032	1,562	.0048	49	33	1,021	173	1,105	319	231	1,377	813	325	220
Perry		2,186	.0012	1,457	.0018	53	35	682	66	249	75	34	597	216	139	48
Pickett		1,200	.0006	1,200	.0011	42	23	142	22	113	80	...	325	145	96	59
Polk		5,171	.0027	1,668	.0041	55	36	1,025	146	1,082	219	307	1,033	560	578	142

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Before using these figures, read foreword, page 11.



TOP RATED MORNING PROGRAM
"Today" with a top rating of 15.2.

TOP RATED AFTERNOON PROGRAM
"Queen for a Day" with a top rating of 17.5.

TOP RATED AFTERNOON MOVIE
The "First Show" with a cumulative rating of 26.3 (Forty-one-county cumulative rating 31.9)

TOP RATED NIGHT-TIME MOVIE
"Academy Award Theatre" with a top rating of 14.7.

TOP RATED CHILDREN'S SHOW
"Playhouse" with a cumulative Monday thru Friday rating of 13.9.

In the all important field of **coverage,** WMCT is a resounding **first!** According to recent coverage figures, WMCT reaches 9.5% more TV homes than Station B, and 17.67% more than Station C.

Because WMCT reaches more TV homes over a greater area, your station time on WMCT costs less on a per thousand basis, the real barometer in evaluating TV advertising costs!

Your best TV buys in Memphis will be found on WMCT—the **area** station for coverage and results.



SOURCE:—
Nov. 1956 Memphis & Shelby County ARB.

SOURCE:—
Nov. 1956 The Memphis Area 41-County ARB.

WMCT MEMPHIS

Channel **5**

WMC—WMCF—WMCT MEMPHIS' FIRST TV STATION

100,000 WATTS • NBC BASIC

National Representatives Blair-TV

Owned and operated by THE COMMERCIAL APPEAL

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TENNESSEE COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Putnam		18,319	.0095	2,234	.0120	65	51	3,038	1,021	2,015	1,184	957	4,013	2,451	1,734	546
Cookeville		14,669	.0076		.0053	115	165	2,360	767	1,312	1,066	747	3,639	1,866	1,465	349
Rhea		10,740	.0056	2,754	.0058	64	62	2,602	545	773	388	702	2,597	932	1,095	400
Roane		24,028	.0125	2,827	.0134	69	64	6,937	1,206	1,770	1,791	1,879	4,381	2,671	1,817	1,000
Robertson		17,203	.0089	2,294	.0107	66	55	4,350	806	937	940	1,028	3,528	1,679	1,719	436
Springfield		13,736	.0071		.0049	98	142	2,914	545	726	940	942	3,359	863	1,695	307
Rutherford		31,403	.0163	2,755	.0190	74	64	7,877	1,500	2,959	1,239	1,885	5,935	2,993	2,706	775
Murfreesboro		26,947	.0140		.0106	107	141	6,076	1,054	2,430	1,205	1,842	5,706	2,446	2,296	638
Scott		6,951	.0036	1,738	.0052	49	34	1,814	325	2,005	123	157	1,739	812	181	...
Sequatchie		2,833	.0015	2,179	.0020	54	41	681	45	363	58	139	934	88	259	144
Sevier		16,831	.0087	3,060	.0084	64	68	3,708	1,574	960	613	614	2,929	1,739	2,504	500
Shelby	89	692,869	.3600	4,442	.3344	103	111	47,129	32,681	143,209	46,049	30,675	139,230	40,275	33,012	20,149
1▲Memphis		657,053	.3413		.3991	109	124	35,868	30,757	139,276	45,449	29,730	134,492	34,494	30,184	18,809
Smith		5,720	.0030	1,634	.0045	59	39	1,000	228	1,111	125	276	988	378	500	336
Stewart		3,422	.0017	1,801	.0024	53	38	790	186	1,270	...	85	716	177	176	42

1 General merchandise sales includes sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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AN EXPANDING MARKET!
A FINE NEWSPAPER!

Gains that are vastly in excess of norms prove the vigor of the Johnson City market. Five year increases against current data show Population up 13%, E.B.I. up 20%, Food Sales up 46%, Drug Sales up 23%.

The all day—no duplication—Press Chronicle provides nearly 100% coverage of City Zone families. Its circulation gained 11% since 1952. With A.P. & Photofax and 50 other regular features it is a metropolitan newspaper. Complete advertising service with Full Color offers an ideal test medium at low cost.

Award BY SALES MANAGEMENT
JOHNSON CITY
Washington County
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JOHNSON CITY TENN. PRESS-CHRONICLE
OVER 25,000,000 READERS YEARLY

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THE JOHN BUDD COMPANY

TENNESSEE COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 — Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Sullivan	186	108,298	.0563	3,671	.0576	88	86	24,245	2,849	16,988	7,682	8,140	21,470	7,642	10,531	2,829
△*Bristol (Tenn.)-Bristol (Va.)*		*53,451*	*.0278*		*.0318*	*103*	*130*	*18,176*	*1,744*	*8,798*	*4,109*	*3,904*	*9,766*	*4,037*	*3,059*	*1,680*
△Kingsport		67,890	.0353		.0224	144	226	14,689	1,793	9,273	5,252	5,664	13,939	4,242	7,928	1,688
△Bristol		30,626	.0159		.0124	112	143	6,865	604	6,751	2,353	1,667	5,921	1,636	1,699	990
Sumner		19,111	.0099	2,172	.0121	63	52	4,404	703	2,711	846	590	3,226	1,862	2,490	476
Gallatin		12,696	.0066		.0039	118	200	2,677	514	653	750	413	3,032	1,164	1,775	309
Tipton		15,117	.0079	2,016	.0107	60	45	4,185	584	1,590	722	404	2,596	1,065	1,812	476
Covington		10,898	.0057		.0038	127	190	2,245	394	748	676	359	2,385	729	1,449	362
Trousdale		2,785	.0014	1,989	.0017	52	42	556	64	335	83	128	711	151	283	129
Unicoi		7,748	.0040	1,967	.0060	64	43	1,670	267	983	312	634	2,127	694	582	31
Union		3,218	.0017	1,694	.0025	49	33	856	91	708	...	106	916	417	...	...
Van Buren		696	.0004	870	.0010	43	17	70	25	397	...	74	102	...	...	...
Warren		17,406	.0090	2,720	.0090	67	67	3,489	546	2,051	589	1,176	4,950	1,468	1,223	510
McMinnville		16,175	.0084		.0057	106	156	2,830	434	1,949	589	1,176	4,950	1,407	1,116	419
Washington	186	56,574	.0294	3,514	.0295	79	79	12,845	2,585	7,460	3,008	4,031	11,537	3,460	5,969	1,514
△Johnson City		49,058	.0255		.0196	102	133	10,546	2,026	6,983	2,965	3,926	10,990	2,799	4,643	1,453
Wayne		4,749	.0025	1,439	.0039	49	31	814	98	390	87	159	1,875	415	568	67
Weakley		12,283	.0064	1,755	.0090	63	45	3,229	449	528	872	435	2,286	1,440	1,315	591
White		7,652	.0039	1,913	.0053	57	42	2,147	89	751	127	852	1,678	790	90	256
Williamson		18,213	.0095	3,140	.0093	70	71	4,477	588	1,478	623	627	4,012	1,889	1,097	380
Franklin		14,249	.0074		.0046	112	180	2,795	357	732	623	627	4,012	1,235	879	251
Wilson		18,148	.0094	2,388	.0107	67	59	4,164	1,021	1,953	550	1,109	4,437	1,789	1,186	287
Lebanon		15,096	.0078		.0054	98	142	3,463	814	1330	470	1,072	4,298	1,149	1,009	287
Total Above Cities		2,202,586	1.1440		.8689	112	148	452,611	102,160	356,805	165,737	118,144	462,871	138,832	144,095	60,987
State Total		3,026,106	1.5720	3,251	1.8258	79	77	686,291	143,305	442,056	193,202	151,350	615,036	232,636	212,239	87,181

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

MONTHLY HIGH-SPOT CITIES SALES FORECAST

of next month's retail sales volume in more than 200 U. S. and Canadian cities. In every first issue of the month SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. Cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between the current *Survey* and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.

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Rep. by John E. Pearson TV Inc.

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VIEWING A.R.B. Jan. 57

POWER 316,000 Watts

RESULTS ALL ADVERTISERS

TENNESSEE

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Bristol-Johnson City-Kingsport	186	207,162	.1077	3,517	.1099	80	79	46,955	7,836	27,597	12,906	14,817	40,101	16,097	19,837	5,418
Chattanooga	27	308,499	.1602	3,847	.1512	91	97	73,088	17,084	40,889	21,808	18,073	50,693	24,486	19,966	8,973
Knoxville	74	376,362	.1956	3,833	.1926	89	91	90,020	20,561	62,736	17,996	17,791	71,041	30,706	22,413	12,073
Memphis	89	692,889	.3600	4,442	.3344	103	111	147,129	32,681	143,209	46,049	30,675	139,230	40,275	33,012	20,149
Nashville	96	447,177	.2323	4,350	.2181	101	108	95,322	24,520	64,212	45,173	19,983	86,376	33,172	25,374	12,389
Total Above Areas		2,032,089	1.0558	4,096	1.0062	95	100	452,514	102,682	338,623	143,932	101,339	387,441	144,718	120,602	58,982

TEXAS — (Other West South Central States: Arkansas, Louisiana, Oklahoma.)

Map, pages 696, 697

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Abilene	Taylor	65.2	626	98	80	56	28	50	77	109	38	28
Alice	Jim Wells	21.2	231	55	45	19	11	10	16	25	17	8
Amarillo	Potter	124.7	1,149	135	196	76	100	85	89	134	82	54
Arlington	Tarrant	20.8	209	39	38	21	11	14	18	31	13	6
Athens	Henderson	5.4	143	31	10	8	11	10	16	18	11	4
Austin	Travis	183.0	1,529	236	308	150	109	86	89	177	67	65
Bay City	Matagorda	13.1	199	38	33	11	14	7	15	26	20	8
Baytown	Harris	33.1	331	75	56	16	23	19	21	29	23	14
Beaumont	Jefferson	112.9	1,191	284	218	76	82	71	79	133	86	40
Beeville	Bee	14.1	183	49	42	10	8	6	10	21	12	5
Bellaire	Harris	25.0	65	9	5	9	1	6	0	9	7	4
Big Spring	Howard	25.7	380	72	62	22	25	16	42	56	21	14
Borger	Hutchinson	23.0	281	46	48	19	35	19	27	26	11	6
Breckenridge	Stephens	7.6	148	22	29	5	8	11	13	27	14	7
Brenham	Washington	7.1	188	50	27	12	7	6	14	21	10	7
Brownfield	Terry	10.2	146	16	14	11	9	7	18	29	16	4
Brownsville	Cameron	44.4	378	113	84	20	35	15	18	27	20	10
Brownwood	Brown	22.1	301	77	22	30	17	17	30	44	12	18
Bryan	Brazos	29.0	335	78	61	18	24	22	20	42	18	12
Childress	Childress	7.3	126	12	18	8	10	12	17	18	13	5
Cleburne	Johnson	17.9	235	47	26	18	16	10	37	30	17	8
Conroe	Montgomery	8.8	182	28	48	9	13	14	14	24	12	6
Corpus Christi	Nueces	108.7	1,587	285	362	130	98	76	96	176	76	80
Corsicana	Navarro	21.6	300	71	32	26	17	19	26	47	16	16
Dallas	Dallas	623.7	5,868	957	1295	540	414	337	388	592	247	191
Del Rio	Val Verde	16.7	180	39	40	6	15	12	16	21	7	8
Denison	Grayson	20.3	249	64	25	23	25	20	18	36	12	7
Denton	Denton	25.2	292	49	37	19	25	22	21	45	20	12
Edinburg	Hidalgo	16.2	216	57	43	20	7	9	11	23	19	10
El Campo	Wharton	9.4	134	21	18	14	9	5	13	16	18	6
Electra	Wichita	5.8	105	18	19	7	4	7	8	17	6	5
El Paso	El Paso	255.0	1,689	366	355	147	122	87	99	157	67	49
Fort Worth	Tarrant	370.1	3,532	618	699	302	187	157	293	443	134	127
Freeport	Brazoria	9.5	104	15	18	7	10	10	10	11	4	6
Gainesville	Cooke	14.2	246	59	23	8	20	16	23	44	22	5
Galveston	Galveston	73.0	948	199	307	28	73	29	31	61	29	42
‡Garland	Dallas	27.2	178	29	25	10	13	13	17	29	15	6

‡Number of Retail Outlets for these cities from Special Census of 1953.

© SM, 1957.

Before using these figures, read foreword, page 11.

DALLAS

Distribution, Financial, Transportation and Communications Center of the Southwest.

For Information, Write

J. Ben Critz, V.P.

Dallas Chamber of Commerce

Dallas, Texas



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FORT WORTH CHAMBER OF COMMERCE

FORT WORTH, TEXAS

LUBBOCK INDUSTRIES

ARE

GROWING PLACES

IN TEXAS'

FASTEST GROWING CITY

Write: Lubbock Chamber of Commerce

WATCH FOR

JULY 10, 1957

The Survey of Industrial Buying Power

The Survey of Industrial Buying Power, for years a regular feature of the May 10 Survey of Buying Power, comes into its own this year — and will be published as a *separate issue* of Sales Management. Publication date: July 10.

TEXAS City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Gladewater	Gregg and Upshur	6.1	155	21	31	7	9	14	17	19	4	8
Gonzales	Gonzales	6.3	134	27	24	9	6	3	12	15	10	4
Graham	Young	10.8	126	21	11	9	10	7	12	23	13	4
‡Grand Prairie	Dallas	33.0	224	34	36	12	14	17	20	35	15	8
Greenville	Hunt	19.3	309	63	31	29	29	20	31	37	21	9
Harlingen	Cameron	35.7	379	98	61	29	33	20	29	38	23	8
Henderson	Rusk	10.3	225	51	16	23	16	13	19	32	16	5
Hereford	Deaf Smith	6.8	136	14	14	15	9	6	19	15	18	4
‡Highland Park	Dallas	13.6	66	7	7	5	15	5	1	7	4	2
Hillsboro	Hill	8.6	150	30	18	6	12	12	22	26	13	3
Houston	Harris	732.0	7,489	1,448	159	6633	397	434	401	828	339	272
‡Irving	Dallas	36.6	138	28	13	6	6	9	11	29	12	5
Jacksonville	Cherokee	10.2	200	61	15	20	6	11	27	20	6	8
Kermit	Winkler	7.6	108	17	20	8	6	7	11	14	9	3
Kerrville	Kerr	9.5	164	28	26	18	12	9	8	19	10	5
Kilgore	Gregg	10.6	222	43	40	18	17	16	18	26	11	6
Killeen	Bell	24.1	155	29	21	17	21	11	16	17	7	5
Kingsville	Kleberg	24.8	228	56	49	18	12	9	19	26	11	9
Lamesa	Dawson	13.0	191	40	25	19	4	10	21	22	16	6
Laredo	Webb	63.5	487	124	103	35	63	12	19	52	23	10
Levelland	Hockley	12.6	158	25	13	13	9	7	25	22	21	6
Liberty	Liberty	5.1	119	25	17	7	8	6	11	10	12	6
Littlefield	Lamb	8.4	154	18	17	11	13	17	24	13	15	6
Longview	Gregg	36.9	459	70	79	41	31	32	32	65	22	15
Lubbock	Lubbock	133.1	1,138	182	132	140	85	78	101	123	84	45
Lufkin	Angelina	19.1	302	85	23	24	21	26	24	46	13	10
Marlin	Falls	8.2	160	27	33	10	9	9	10	20	7	7
Marshall	Harrison	27.3	316	90	29	23	30	17	18	37	23	10
McAllen	Hidalgo	31.7	301	40	44	30	39	21	32	24	20	15
McKinney	Collin	13.7	220	64	17	17	13	10	27	24	12	6
Mercedes	Hidalgo	13.2	108	35	20	4	9	5	3	7	8	2
Midland	Midland	44.5	386	57	65	27	35	28	23	50	27	17
Mineral Wells	Palo Pinto	12.5	233	39	58	13	13	16	27	19	9	5
Mission	Hidalgo	14.4	159	45	32	20	6	13	5	13	9	5
Monahans	Ward	9.0	133	9	19	11	8	18	12	17	2	4
Mount Pleasant	Titus	7.5	162	41	18	17	13	10	14	27	9	5
Nacogdoches	Nacogdoches	14.5	184	38	19	11	16	13	24	28	8	9
New Braunfels	Comal	17.0	210	40	50	21	7	10	17	22	11	3
Odessa	Ector	70.3	615	83	109	58	51	38	48	71	38	23
Orange	Orange	30.0	305	54	58	13	21	27	28	39	10	8
Palestine	Anderson	18.0	262	67	19	16	15	18	38	32	18	9
Pampa	Gray	22.1	290	45	45	25	14	18	19	48	17	10
Paris	Lamar	24.1	315	79	34	20	24	15	33	30	22	8
Pasadena	Harris	48.7	271	42	29	17	20	25	19	52	20	11
Pecos	Reeves	14.2	180	30	31	13	10	8	11	19	18	6
Perryton	Ochiltree	6.3	101	13	8	5	9	4	10	19	20	3
Plainview	Hale	19.6	300	44	31	33	19	25	33	21	28	9
Port Arthur	Jefferson	62.8	698	144	136	46	54	46	29	82	26	31
Raymondville	Willacy	11.1	137	32	18	19	9	10	10	13	13	4
Robstown	Nueces	10.3	196	55	52	13	7	8	10	15	14	6
Rosenberg	Fort Bend	8.0	168	25	23	9	12	14	24	20	14	2
San Angelo	Tom Green	60.7	771	114	148	57	51	48	65	94	54	26
San Antonio	Bexar	533.1	5,349	1,259	1221	502	291	184	239	525	238	163
San Benito	Cameron	16.2	176	60	35	11	4	8	5	18	11	8
San Marcos	Hays	15.0	162	27	26	10	14	9	16	29	8	3
Seguin	Guadalupe	13.7	191	34	40	12	8	11	19	20	15	5
Sherman	Grayson	28.1	302	61	41	24	28	22	29	37	17	5
Snyder	Scurry	17.6	180	31	26	13	12	10	19	30	14	9
Stephenville	Erath	8.1	147	33	15	8	6	15	14	19	12	4
Sulphur Springs	Hopkins	10.1	186	53	14	12	15	11	17	21	15	9
Sweetwater	Nolan	16.2	205	24	20	12	21	14	29	37	11	10
Taylor	Williamson	11.0	195	31	48	12	13	6	19	20	14	5
Temple	Bell	33.9	404	76	91	29	25	15	37	42	21	17
Terrell	Kaufman	11.9	152	26	16	9	8	16	15	26	13	3
Texarkana	Bowie	31.3	388	102	43	30	26	24	24	54	22	16
Texas City	Galveston	30.1	230	33	60	11	17	17	13	21	14	9
Tyler	Smith	57.1	639	120	76	70	59	33	66	69	32	25
‡University Park	Dallas	26.5	162	22	13	9	30	20	3	22	9	9
Uvalde	Uvalde	9.9	161	36	28	10	6	12	13	22	10	4
Vernon	Wilbarger	14.0	257	31	40	17	23	19	32	28	25	9
Victoria	Victoria	19.7	384	62	84	25	23	20	25	51	26	10
Waco	McLennan	104.1	1,187	262	226	119	71	62	80	129	60	52
Waxahachie	Ellis	13.2	196	47	13	7	9	10	26	32	15	8
Weatherford	Parker	12.5	189	36	18	7	11	9	24	31	15	6
Weslaco	Hidalgo	14.5	136	23	23	12	12	7	14	12	9	8
West University Place	Harris	25.0	10	2	0	0	1	0	0	1	0	0
Wharton	Wharton	4.5	163	24	30	9	15	14	16	22	13	4
White Settlement	Tarrant	14.5	18	1	4	3	1	0	0	6	1	2
Wichita Falls	Wichita	94.2	894	147	165	56	73	51	61	114	37	32

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Anderson		28.7	.0170	8.3	18.0	32,574	.0115	1,135	3,925	8.9	3,661	43.1	17.0	25.3	22.5	23.6	32.4	5.2	11.4	2.8	16.7
Palestine		16.0	.0107	6.0		24,891	.0088	1,383	4,149	6.4	3,895	40.3	15.0	25.0	21.0	25.2	32.5	6.1	12.4	3.4	19.1
Andrews		10.4	.0062	3.0	7.1	19,244	.0068	1,850	6,415	3.3	5,863	13.1	3.2	15.2	8.5	50.1	42.8	15.3	29.6	6.3	24.9
Angelina		39.1	.0231	11.4	19.1	45,798	.0161	1,171	4,017	12.1	3,770	35.1	13.5	32.8	28.5	24.2	32.2	5.2	16.9	2.7	14.9
Lufkin		19.1	.0113	6.1		26,265	.0093	1,375	4,300	6.4	4,128	32.3	11.3	31.5	24.5	26.0	31.7	6.6	12.6	3.6	19.6
Aransas		4.1	.0025	1.2	.6	4,928	.0018	1,202	4,107	1.2	4,016	33.3	12.0	28.6	23.1	28.9	36.2	6.3	12.4	3.0	16.3
Archer		6.4	.0038	1.8		8,551	.0030	1,336	4,751	1.9	4,396	27.6	9.1	25.7	19.1	36.5	41.7	6.5	11.7	3.7	18.4
Armstrong		1.9	.0011	.5		3,506	.0012	1,845	7,012	.5	7,304	21.0	4.2	27.1	12.0	26.3	18.1	9.8	10.6	15.8	55.1

‡Number of Retail Outlets for these cities from Special Census of 1953.

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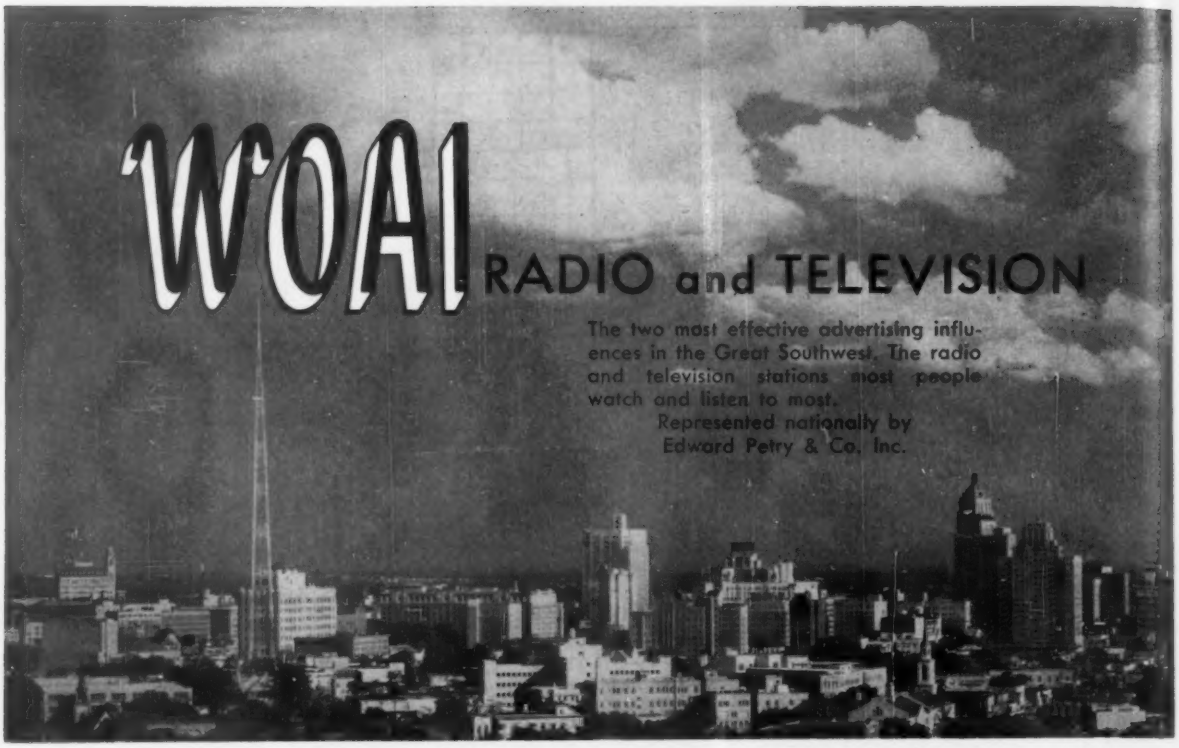
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TEXAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$3-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Atascosa		19.7	.0117	4.7	2.9	19,698	.0089	1,000	4,191	5.0	3,939	41.0	15.0	25.6	21.3	22.9	29.2	6.8	13.6	3.7	20.9
Austin		13.2	.0078	4.0		16,384	.0058	1,241	4,096	4.6	3,583	41.4	16.7	29.6	26.9	21.6	30.3	4.8	10.7	2.6	15.4
Bailey		8.3	.0049	2.2		13,327	.0047	1,606	6,058	2.5	5,312	25.9	7.0	26.2	16.1	30.2	28.6	10.3	15.4	7.4	32.9
Bandera		4.1	.0024	1.2		4,514	.0016	1,101	3,762	1.4	3,234	46.8	20.9	31.2	31.3	17.3	27.0	2.4	6.0	2.3	14.8
Bastrop		17.6	.0104	5.0	8.9	16,590	.0059	943	3,318	5.4	3,074	48.6	22.9	26.0	29.6	18.3	29.9	3.7	9.7	1.4	7.9
Baylor		6.4	.0038	1.9	3.5	7,952	.0028	1,243	4,185	1.9	4,207	34.8	11.9	26.9	22.4	26.2	31.4	5.7	10.8	4.4	23.5
Bee		22.5	.0134	5.8	14.1	26,681	.0094	1,186	4,600	6.3	4,257	36.9	12.5	25.6	19.6	26.7	31.6	6.1	11.4	4.7	24.9
Beeville		14.1	.0084	4.3		18,831	.0066	1,336	4,379	4.4	4,267	36.6	12.4	26.0	19.9	26.6	31.4	6.1	11.3	4.7	25.0
Bell	255	99.7	.0590	25.2	64.3	149,712	.0527	1,502	5,941	41.8	3,579	40.4	16.3	30.7	28.0	21.8	30.7	4.6	10.2	2.5	14.8
△Temple		33.9	.0201	10.1		50,590	.0178	1,492	5,009	11.9	4,251	32.2	10.9	30.0	23.1	27.2	32.2	6.5	12.1	4.1	21.7
Killeen		24.1	.0143	8.0		29,566	.0104	1,227	3,696	8.4	3,529	37.5	15.4	32.9	30.5	23.1	32.9	4.5	10.0	2.0	11.2
Bexar	127	594.2	.3520	156.5	547.5	819,807	.2889	1,380	5,238	199.7	4,105	38.2	13.4	26.9	21.4	24.2	29.6	6.6	12.8	4.1	22.8
▲San Antonio		533.1	.3158	150.4		719,456	.2535	1,350	4,784	165.7	4,341	32.4	10.8	29.2	21.8	26.7	31.0	7.3	13.4	4.4	23.0
Blanco		3.8	.0023	1.2		3,926	.0014	1,033	3,272	1.2	3,250	39.1	17.4	39.6	39.7	17.1	28.4	2.5	6.1	1.7	10.4
Borden		1.1	.0006	.2		1,526	.0005	1,387	7,630	.3	5,847	21.8	5.4	32.2	18.0	24.9	21.4	11.5	15.6	9.6	39.6
Bosque		9.6	.0057	3.0		10,700	.0038	1,115	3,567	3.3	3,245	48.3	20.6	29.3	29.5	19.2	29.7	3.2	7.9	2.0	12.3
Bowie	256	69.3	.0411	20.4	33.8	76,640	.0270	1,106	3,757	21.2	3,614	37.1	14.8	30.9	28.1	24.6	34.2	5.3	11.5	2.1	11.4
△*Texarkana (Ark.)-Texarkana (Tex.)*		*51.1*	*.0302*	*16.4*		*65,345*	*.0230*	*1,279*	*3,984*												
1△Texarkana		31.3	.0185	10.0		40,140	.0141	1,282	4,014	10.7	3,741	36.3	14.0	29.2	25.4	26.4	35.5	5.8	12.4	2.3	12.7
Brazoria		64.4	.0381	17.3	19.5	94,555	.0333	1,468	5,466	18.5	5,110	21.3	6.0	20.8	13.3	42.2	41.5	10.6	16.5	5.1	22.7
Freeport		9.5	.0056	2.9		18,876	.0067	1,987	6,509	3.2	5,968	13.2	3.2	20.3	11.0	44.8	37.8	14.3	19.0	7.4	29.0
Brazos		46.4	.0275	12.5	31.0	63,850	.0225	1,376	5,109	18.3	3,498	48.2	19.9	25.1	23.5	18.8	27.0	4.9	11.0	3.0	18.6
Bryan		29.0	.0172	9.0		38,827	.0137	1,339	4,314	10.1	3,834	41.3	15.6	26.9	22.9	22.5	29.5	5.8	11.9	3.5	20.1
Brewster		7.5	.0045	1.9	5.5	10,839	.0038	1,445	5,705	2.8	3,825	43.6	16.5	25.7	21.8	21.5	28.2	5.4	11.3	3.8	22.2
Briscoe		3.6	.0021	.9		7,465	.0026	2,074	8,291	1.2	6,231	22.5	5.2	28.3	14.8	28.2	22.8	9.6	12.2	11.4	45.0
Brooks		11.2	.0066	2.9	8.2	12,899	.0046	1,152	4,448	3.0	4,238	30.9	10.5	29.2	22.4	28.0	33.2	8.5	16.0	3.4	17.9
Brown		28.1	.0167	8.8	22.1	36,704	.0129	1,306	4,171	9.9	3,692	39.9	15.6	28.6	25.3	23.3	31.8	5.5	11.7	2.7	15.6
Brownwood		22.1	.0131	7.3		30,598	.0108	1,385	4,192	8.1	3,786	39.1	14.9	28.2	24.3	24.0	31.9	5.8	12.1	2.9	16.8
Burleson		10.7	.0063	3.0		9,838	.0035	919	3,279	3.4	2,910	54.7	27.2	27.7	31.0	13.2	22.8	2.7	7.4	1.7	11.6
Burnet		9.5	.0056	2.8		10,812	.0038	1,138	3,861	3.2	3,414	39.9	16.9	30.8	29.5	23.1	33.9	4.5	10.5	1.7	9.2
Caldwell		17.2	.0102	4.7	5.9	18,454	.0065	1,073	3,926	4.8	3,814	43.2	16.4	25.6	22.0	22.1	29.1	5.4	11.2	3.7	21.3
Calhoun		10.9	.0065	3.1	6.7	15,937	.0056	1,462	5,141	3.5	4,539	31.4	10.0	29.6	21.3	26.7	29.6	6.9	12.0	5.4	27.1

1 Texarkana is in Bowie (Tex.) and Miller (Ark.) Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

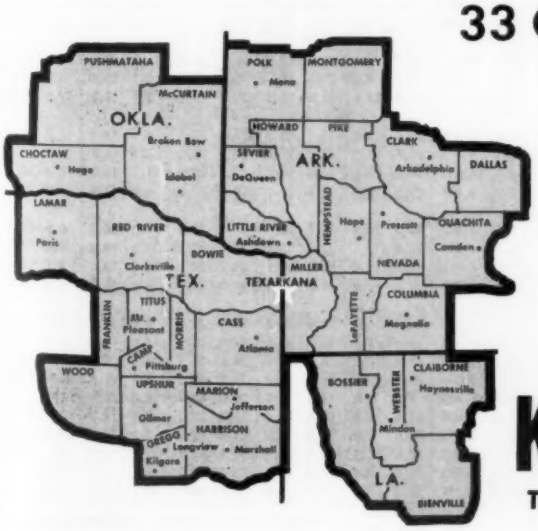
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TEXAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units thous.	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Callahan		7.9	.0047	2.3		8,887	.0032	1,125	3,864	2.5	3,566	40.7	16.5	28.7	28.4	23.5	33.1	4.7	10.3	2.4	13.7
Cameron	187	171.0	.1013	41.8	103.5	186,861	.0658	1,093	4,470	48.1	3,882	44.6	16.6	25.5	21.4	20.1	26.0	5.6	11.5	4.2	24.5
△Brownsville-Harlingen-McAllen		111.8	.0662	29.6		131,910	.0462	1,174	4,433												
△Harlingen		35.7	.0211	10.0		46,035	.0162	1,289	4,604	10.8	4,244	39.1	13.3	26.3	20.2	23.1	27.4	6.5	12.2	5.0	26.9

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.



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Effective Buying Income	$1,649,022,000‡
Total Retail Sales	$1,175,924,000‡
Total Food Sales	$ 271,306,000‡
ABC CITY ZONE POPULATION	432,965
TOTAL DAILY CIRCULATION	247,014

	Population City Zone (*ABC Par. 28):	Per Family Income (SM 5-10-57):
THE DENISON HERALD	25,150*	4,133
ABILENE REPORTER-NEWS	60,363*	6,113
BIG SPRING HERALD	29,937*	6,315
CORPUS CHRISTI CALLER-TIMES	163,753*	5,859
GREENVILLE HERALD-BANNER	19,032*	3,880
MARSHALL NEWS MESSENGER	27,927*	4,148
THE PARIS NEWS	25,018*	3,685
SAN ANGELO STANDARD-TIMES	60,765*	5,768
SNYDER DAILY NEWS	21,020	6,292

† Sales Totals for Primary Market Areas (counties in which papers have 25% or better family coverage).

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TEXAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000& over	
												% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
△Brownsville		44.4	.0263	11.2		48,191	.0170	1,085	4,303	12.2	3,954	42.4	15.5	26.2	21.6	21.2	27.0	6.0	12.1	4.2	23.8
San Benito		16.2	.0096	4.2		17,988	.0063	1,110	4,283	4.6	3,873	44.9	16.8	26.4	22.2	19.1	24.8	5.2	10.6	4.4	25.6
Camp		7.9	.0046	2.4	2.9	7,129	.0025	902	2,970	2.4	2,917	53.9	26.7	27.0	30.2	15.2	26.2	2.3	6.2	1.6	10.7
Carson		6.4	.0038	1.8		12,211	.0043	1,908	6,784	2.1	5,831	18.0	4.4	25.2	14.1	38.6	33.3	9.7	13.2	8.5	35.0
Cass		22.8	.0135	6.1	3.2	19,195	.0068	842	3,147	6.4	2,990	50.5	24.4	29.1	31.7	15.9	28.7	3.1	8.2	1.4	9.0
Castro		5.6	.0034	1.5		13,907	.0049	2,483	9,271	1.5	9,173	17.9	2.8	17.8	6.4	29.3	18.0	13.2	11.4	21.8	63.4
Chambers		7.9	.0046	2.2		11,264	.0039	1,426	5,120	2.4	4,745	33.6	10.2	21.3	14.7	31.4	33.2	7.8	13.1	5.9	28.8
Cherokee		38.1	.0214	9.8	14.1	35,155	.0124	974	3,662	10.3	3,403	47.2	20.0	28.3	27.2	17.7	26.1	4.1	9.5	2.7	17.2
Jacksonville		10.2	.0060	3.1		14,844	.0052	1,455	4,788	3.8	3,920	41.9	15.4	28.4	23.7	20.5	26.3	4.9	10.0	4.3	24.6
Childress		10.7	.0064	3.2	7.3	15,764	.0056	1,473	4,926	3.5	4,470	30.7	9.9	28.7	21.0	29.9	33.6	5.8	10.3	4.9	25.2
Childress		7.3	.0043	2.3		11,502	.0041	1,576	5,001	2.6	4,402	31.6	10.4	27.8	20.5	30.3	34.7	5.6	10.1	4.7	24.3
Clay		8.0	.0047	2.4	2.3	10,185	.0036	1,273	4,244	2.5	4,004	32.7	11.8	29.9	24.4	28.4	35.8	6.0	11.8	3.0	16.4
Cochran		7.6	.0045	1.8		13,086	.0046	1,722	7,270	2.3	5,793	22.2	5.5	21.2	12.0	36.9	32.0	11.2	15.3	8.5	35.2
Coke		4.1	.0024	1.2		6,612	.0023	1,613	5,510	1.3	4,960	24.7	7.2	27.0	17.7	33.8	34.3	8.7	13.9	5.8	26.9
Coleman		12.0	.0071	3.7	5.2	14,086	.0050	1,174	3,807	3.7	3,784	37.5	14.3	32.2	27.9	22.4	29.7	4.7	9.8	3.2	18.3
Collin		43.7	.0259	13.2	13.7	48,096	.0169	1,101	3,644	13.9	3,458	41.5	17.3	31.7	29.9	20.2	29.4	4.3	10.0	2.3	13.4
McKinney		13.7	.0081	4.4		17,933	.0063	1,309	4,076	4.8	3,772	35.7	13.7	32.0	27.8	24.2	32.2	5.4	11.3	2.7	16.0
Collingsworth		8.1	.0048	2.2	3.3	11,248	.0040	1,389	5,113	2.6	4,526	34.8	11.1	29.5	21.3	22.8	25.3	7.0	12.2	5.9	30.1
Colorado		16.9	.0100	5.0	5.5	21,922	.0077	1,297	4,384	5.2	4,197	30.6	13.6	26.9	21.0	22.8	27.3	5.7	10.7	5.0	27.4
Comal		21.2	.0126	6.0	17.0	28,969	.0095	1,272	4,495	6.4	4,203	30.3	10.4	32.7	25.4	27.6	33.0	5.5	10.4	3.9	20.8
New Braunfels		17.0	.0101	4.9		22,001	.0078	1,294	4,490	5.2	4,236	29.9	10.2	32.5	25.1	28.0	33.2	5.6	10.5	4.0	21.0
Comanche		12.6	.0075	3.8	3.2	14,505	.0051	1,151	3,817	4.3	3,383	43.4	18.6	30.2	29.1	19.7	29.2	4.6	10.8	2.1	12.3
Concho		4.5	.0026	1.4		6,227	.0022	1,384	4,448	1.4	4,506	37.5	12.0	29.6	21.5	20.5	22.9	6.0	10.6	6.4	33.0
Cooke		25.2	.0150	7.4	14.2	31,268	.0110	1,241	4,225	8.2	3,821	38.4	14.5	29.6	25.2	23.3	30.7	5.6	11.7	3.1	17.9
Gainesville		14.2	.0084	4.7		21,218	.0075	1,494	4,514	5.1	4,165	34.5	13.0	29.3	22.9	25.6	30.9	6.6	12.6	4.0	21.6
Coryell		14.2	.0084	4.3	3.4	15,598	.0055	1,098	3,627	4.6	3,412	42.3	17.9	30.9	29.6	20.6	30.4	4.0	9.3	2.2	12.8
Cottle		5.2	.0030	1.4	2.6	9,679	.0034	1,861	6,914	1.7	5,766	27.9	7.0	29.1	16.3	24.1	20.9	8.4	11.5	10.5	44.3
Crane		5.3	.0032	1.5		10,441	.0037	1,970	6,961	1.6	6,336	8.0	1.8	11.7	6.1	55.0	43.7	18.3	22.8	7.0	25.6
Crockett		4.8	.0028	1.2	3.6	7,936	.0028	1,653	6,613	1.6	5,039	31.5	9.0	22.4	14.5	31.3	31.2	7.8	12.3	7.0	33.0
Crosby		9.1	.0054	2.5		14,264	.0050	1,567	5,706	2.7	5,273	32.0	8.6	28.0	17.3	24.0	22.9	7.2	10.8	8.8	40.2
Culberson		1.7	.0010	.5		2,020	.0008	1,188	4,040	.5	3,922	30.5	11.2	30.3	25.2	30.1	38.8	7.0	14.1	2.1	10.9
Dallam		7.8	.0048	2.4	5.7	14,564	.0051	1,867	6,068	2.6	5,580	22.5	5.8	27.2	15.9	33.3	30.0	8.6	12.2	8.4	36.1
Dallas	35	823.9	.4881	252.8	814.7	1,639,673	.5778	1,990	6,486	293.5	5,587	22.3	5.8	25.4	14.8	33.2	29.9	11.2	15.9	7.9	33.6

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

To SELL MORE in Dallas...

concentrate

in The Dallas Morning News!

THE NEWS' COVERAGE AND DISTRIBUTION OF CIRCULATION IN DALLAS BY INCOME:

INCOME GROUP	NEWS' COVERAGE	% OF NEWS CIRCULATION
UPPER INCOME	77.7%	33.4
UPPER MIDDLE	55.5%	25.7
LOWER MIDDLE	50.4%	22.8
LOWER INCOME	46.8%	18.1

WHATEVER you have to sell, people with more income buy more — according to the Department of Agriculture and Federal Reserve. The Dallas News, with a higher concentration of its circulation in Dallas' higher income areas, affords larger, more effective coverage of Dallasites who have the wherewithal to buy!

A NOVEMBER, 1956 survey of Charga-Plate accounts shows over 91,000 out-of-town customers have active accounts with one or more Dallas stores. To parallel this, The News has over 92,000 out-of-town subscribers. One store says 95% of its non-resident, charge-account customers subscribe to The News. 36.8% of Dallas' retail volume is attributed to out-of-town buyers!

PERCENT OF DALLAS' RETAIL SALES TO OUT-OF-TOWN CUSTOMERS:

STORE GROUP	% OF SALES TO NON-RESIDENTS
FOOD SALES	23.4
GENERAL MERCHANDISE	61.4
APPAREL SALES	42.7
FURNITURE, HOUSEHOLD, RADIO	16.2
AUTOMOTIVE SALES	42.3
DRUG SALES	31.2
TOTAL RETAIL SALES	36.8

SM: May 10, 57

concentrate your advertising in The Dallas Morning News! You'll *sell more* in Dallas (and in North Texas) with The News' 20% larger circulation, the greater buying power of News subscribers, and The News' exclusive coverage of the larger, out-of-town Dallas Market that looks to Dallas!

DALLAS NEWS READERS HAVE MORE...SPEND MORE...AND THERE ARE MORE OF THEM!

The Dallas Morning News

Member, Metro Sunday Comics Network

CRESMER & WOODWARD, INC. • National Representative

New York • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

the longest, strongest arms
to carry your message to . . .

Texas' RICHEST corner

EVEN TEXANS are impressed by the enormous wealth of the oil-rich Permian Basin—boomin'est busiest, growin'est corner of the state.

EVEN BASINITES are impressed by KOSA-TV, more than by any other medium. The figures say this ain't a Texas brag:

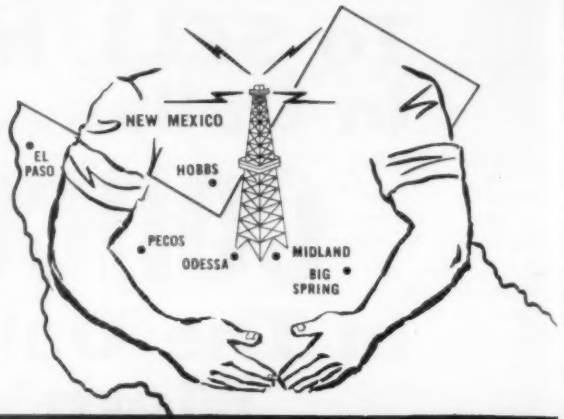
ODESSA, heart of the Basin, carries a nation-wide ranking of *4th in RETAIL SALES PER HOUSEHOLD—10th in CONSUMER SPENDABLE INCOME.* Entire area is comparable!

THE BASIN, a big, growing market:

POPULATION	468,600
FAMILIES	150,273
TV SETS	90,164
BUYING INCOME	$806,445,000
RETAIL SALES	$723,885,500

KOSA-TV can sell your product:

HIGHEST ANTENNA	1013 ft.
FULL POWER	316 kw
CBS-TV	primary affiliate
ONLY MEDIUM	completely serving this fabulous market!



ASK YOUR JOHN E. PEARSON REP.

Channel 7

KOSA CBS TV

1211 N. Whitaker Odessa, Texas

TEXAS

COUNTIES CITIES (continued)

	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
										Income Breakdown of Consumer Spending Units											
▲Dallas		623.7	.3695	199.7		1,248,541	.4399	2,002	6,252	232.8	5,364	22.4	6.0	25.8	15.8	33.8	31.6	11.1	16.4	6.9	30.2
University Park		26.5	.0157	8.5		96,649	.0341	3,649	11,375	11.0	8,830	23.4	3.8	17.3	6.3	23.1	13.2	15.2	13.7	21.0	63.0
Highland Park		13.6	.0081	5.0		62,932	.0222	4,627	12,586	5.7	11,095	21.7	2.8	16.8	4.9	20.2	9.2	11.9	8.5	29.4	74.6
Grand Prairie		33.0	.0195	9.6		52,460	.0185	1,590	5,465	10.2	5,161	19.4	5.4	26.6	16.9	37.7	36.7	10.8	16.6	5.5	24.4
Garland		27.2	.0161	7.7		43,623	.0154	1,604	5,665	8.3	5,260	20.0	5.5	25.2	15.6	37.8	36.2	11.0	16.6	6.0	26.1
Irving		36.6	.0217	12.0		68,409	.0241	1,869	5,701	12.7	5,372	24.1	6.5	25.7	15.7	32.3	30.2	10.5	15.4	7.4	32.2
Dawson		22.5	.0134	6.0	13.0	38,963	.0137	1,732	6,494	6.6	5,911	24.5	6.0	27.6	15.2	29.5	25.1	8.0	10.8	10.4	42.9
Lamesa		13.0	.0077	2.5		23,066	.0081	1,774	9,226	4.2	5,555	24.3	6.3	28.7	16.9	30.3	27.4	7.9	11.3	8.8	38.1
Deaf Smith		11.6	.0068	3.3	6.8	20,907	.0074	1,802	6,335	3.6	5,795	26.1	6.5	25.8	14.6	30.8	26.7	7.2	9.9	10.1	42.3
Hereford		6.8	.0040	1.8		13,470	.0047	1,981	7,483	2.4	5,712	25.7	6.5	24.9	14.2	32.5	28.6	7.4	10.3	9.5	40.4
Delta		6.5	.0039	1.9		6,762	.0023	1,040	3,559	2.1	3,203	45.5	20.5	30.2	30.8	19.2	30.1	3.4	8.4	1.7	10.2
Denton		45.0	.0266	12.4	25.3	64,525	.0228	1,434	5,204	19.0	3,391	48.8	20.8	25.3	24.4	16.8	27.9	4.4	10.3	2.7	16.6
Denton		25.3	.0150	6.4		43,190	.0152	1,707	6,748	13.0	3,320	51.7	22.5	23.7	23.2	17.5	26.6	4.4	10.5	2.7	17.2
De Witt		21.2	.0126	6.2	11.4	23,833	.0084	1,124	3,844	6.7	3,551	43.3	17.6	28.0	25.7	21.2	30.1	4.8	10.7	2.7	15.9
Dickens		6.2	.0037	1.7		10,873	.0038	1,754	6,398	2.1	5,175	27.4	7.7	17.5	17.3	30.3	29.4	7.3	11.2	7.5	34.4
Dimmit		11.9	.0070	2.4	4.9	8,517	.0030	716	3,548	3.2	2,650	60.5	33.0	25.5	31.3	10.8	20.5	1.8	5.4	1.4	9.8
Donley		5.3	.0032	1.5	2.3	7,867	.0028	1,484	5,245	1.7	4,782	32.3	9.8	29.5	20.2	24.6	26.0	7.0	11.6	6.6	32.4
Duval		13.9	.0082	3.2	6.2	13,839	.0049	996	4,325	3.4	4,042	39.7	14.2	22.8	18.5	27.2	33.8	6.5	12.8	3.8	20.7
Eastland		20.5	.0121	6.7	11.2	27,195	.0095	1,327	4,058	7.1	3,835	36.4	13.7	28.2	23.9	26.9	35.3	5.8	12.1	2.7	15.0
Ector	238	77.3	.0458	22.7	70.3	152,365	.0537	1,971	6,712	24.9	6,115	13.6	3.2	18.8	10.0	45.0	37.0	14.7	19.1	7.9	30.7
△Odessa		70.3	.0416	22.4		147,622	.0520	2,100	6,590	24.1	6,123	13.6	3.2	18.7	9.9	45.0	37.0	14.7	19.1	8.0	30.8
Edwards		3.3	.0020	.8		3,514	.0013	1,065	4,393	1.1	3,245	54.6	24.3	28.0	28.2	11.1	17.2	2.9	7.0	3.4	23.3
Ellis		43.0	.0255	12.5	18.5	51,851	.0182	1,206	4,148	13.6	3,805	38.9	14.8	29.4	25.1	22.9	30.3	5.7	11.8	3.1	18.0
Waxahachie		13.2	.0078	4.1		18,838	.0066	1,427	4,593	4.9	3,837	37.5	14.1	29.5	25.2	24.0	31.4	6.0	12.3	3.0	17.0
El Paso	45	292.8	.1734	70.9	269.3	456,799	.1610	1,560	6,443	98.0	4,660	32.4	10.1	26.1	18.3	27.0	29.1	8.9	15.1	5.6	27.4
▲El Paso		255.0	.1511	68.9		382,323	.1347	1,499	5,549	81.3	4,700	31.9	9.8	26.3	18.3	27.2	29.1	9.0	15.2	5.6	27.0
Erath		15.9	.0094	5.0	10.8	18,085	.0064	1,137	3,617	6.0	3,037	49.4	23.5	29.2	31.4	16.6	27.5	3.3	8.6	1.5	9.0
Stephenville		8.1	.0048	2.7		10,728	.0038	1,324	3,973	3.5	3,102	50.4	23.5	27.1	28.5	17.0	27.6	3.7	9.4	1.8	11.0

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

PULSE & ARB agree KROD-TV 1st in EL PASO



BOTH give KROD-TV 14 of the top 15 shows!

Telepulse: 12 programs (3 were SPOT shows) rated over 40.0—
other stations had *none!* KROD-TV delivered more audience between 6 and 10:30 p. m.
than all other stations combined, 73% of the time.
ARB: KROD-TV takes 349 first places in 458 quarter-hours rated—and is second in all but 2 of
the remaining segments. KROD-TV has 62.4% of the audience from sign-on
to sign-off, against 36.1% for Station "B" and 6.5% for Station "C".
Ask *your* Branham man for the full exciting story, including the BIG coverage story of high tower,
high power Channel 4!

CBS Television Network • Channel 4 • El Paso, Texas
Represented Nationally by The Branham Company
Dorrance D. Roderick, Pres., Val Lawrence, Vice-President
and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.

KROD-TV



FOR 30 CONSECUTIVE YEARS.....

..... THE DALLAS TIMES HERALD

has carried More Advertising than any other Dallas newspaper!

For a long generation, more advertisers have purchased substantially more space in The Dallas Times Herald than in any other Dallas newspaper.

This record reflects the considered composite judgment of retailers, agencies, manufacturers, and just plain people with a product, a service, or an idea to sell.

Their reasoning has been clear and basic. The Times Herald is Dallas' "home town" home-delivered newspaper, with editorial facilities focused without distraction on news coverage and public service in this Golden Bonus Market.

As such, The Times Herald dominates Dallas, with circulation in excess of 156,000 in this metropolitan area both daily and Sunday...a lead of more than 25,000 daily and 29,000 Sunday over Dallas' second newspaper.*

The Times Herald gives its readers *more news* than any other newspaper in North Texas. It is delivered with the news of the day at the end of the day, when readers have *time* to enjoy it page by page.

That is why Times Herald advertising gets results, and results are the reason for three decades of linage leadership.

IN TEXAS'

Golden Bonus Market

Advertising Stays Where Advertising Pays

* *ABC Audit, March 31, 1956. Total Times Herald circulation as of March 11 and March 14: Daily — 176,436; Sunday — 180,102.*

THE DALLAS TIMES HERALD

DALLAS' LARGEST CIRCULATION

Owners and operators of KRLD Television — KRLD Radio

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

A BRIGHT NEW MARKET!

Population

413,740

Four County Area Including Cameron, Hidalgo, Starr and Willacy Counties.



Effective Buying INCOME

$409,420,000

Entire Area Reached By These Valley City Television and Radio Stations.

LOWER RIO GRANDE VALLEY of TEXAS

KGBT RADIO & TV
HARLINGEN
RADIO CBS 50 KW
TV CBS 100 KW
CHANNEL 4

KBOR
BROWNSVILLE
ABC 1 KW

KRIO
McALLEN
MBS 1 KW

XEO-XEOR
BROWNSVILLE McALLEN
SPANISH LANGUAGE 1 KW.

KRGV RADIO & TV
WESLACO
RADIO NBC 5 KW. DAY & NITE
TV NBC — 100 KW Video — 50 KW
Audio — 791 F. TOWER — CH. 5.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Falls		23.5	.0139	6.7	8.2	22,683	.0060	964	3,381	7.2	3,154	52.5	24.0	27.4	28.5	14.2	22.6	3.4	8.6	2.5	16.3
Marlin		8.2	.0049	2.8		9,670	.0034	1,179	3,454	2.8	3,500	46.6	19.2	27.9	26.1	18.1	26.0	4.4	10.0	3.0	18.7
Fannin		24.8	.0147	7.6	5.8	23,485	.0082	947	3,090	7.9	2,980	50.7	24.6	30.1	32.8	14.8	25.0	2.9	7.8	1.5	9.8
Fayette		20.1	.0119	5.9	2.3	29,248	.0072	1,007	3,432	6.6	3,068	51.0	23.8	29.6	31.4	14.6	23.7	2.6	6.8	2.2	14.3
Fisher		9.3	.0056	2.5	2.7	12,071	.0042	1,298	4,828	2.7	4,417	30.3	9.9	29.6	22.0	27.4	31.2	8.3	14.8	4.4	22.1
Floyd		10.1	.0059	3.0	3.2	16,584	.0059	1,642	5,528	3.0	5,571	25.0	6.5	28.6	16.7	27.4	24.8	10.3	14.7	6.7	37.3
Foard		3.9	.0024	1.1		5,720	.0020	1,467	5,200	1.2	4,700	36.2	11.1	30.8	21.4	19.5	20.8	6.4	10.8	7.1	35.9
Fort Bend		29.3	.0173	7.3	8.0	33,041	.0116	1,128	4,526	8.3	3,988	38.2	13.8	27.9	22.9	24.1	30.4	6.0	12.0	3.8	20.9
Rosenberg		8.0	.0047	2.5		10,978	.0039	1,372	4,391	2.7	4,007	35.7	12.9	27.9	22.7	27.2	34.1	5.8	11.4	3.4	18.9
Franklin		4.7	.0028	1.4	.3	4,095	.0015	871	2,925	1.4	2,950	53.2	26.1	28.5	29.2	16.1	27.4	2.6	7.0	1.6	10.3
Freestone		12.7	.0075	3.7	2.4	12,095	.0042	952	3,269	3.6	3,192	51.0	23.1	25.3	25.9	17.1	26.9	4.5	11.2	2.1	12.9
Frio		11.4	.0068	2.7	5.1	10,695	.0038	938	3,961	2.9	3,745	50.7	19.6	25.6	22.5	13.7	18.4	5.0	10.6	4.8	28.9
Gaines		9.0	.0053	2.4	3.6	14,115	.0050	1,568	5,881	2.7	5,155	22.2	6.2	29.6	13.0	40.7	39.7	11.1	17.1	6.4	24.0
Galveston	55	123.3	.0730	36.5	119.9	208,693	.0735	1,693	5,718	42.1	4,955	25.0	7.3	25.6	16.8	34.2	34.7	9.7	15.6	5.5	25.6
▲Galveston		73.0	.0432	22.2		130,968	.0461	1,794	5,899	26.8	4,880	27.3	8.1	26.7	17.9	31.2	32.1	9.1	14.8	5.7	27.1
Texas City		30.1	.0178	9.1		50,919	.0179	1,692	5,595	9.9	5,137	19.8	5.6	22.9	14.5	41.0	40.2	11.2	17.2	5.1	22.5
Garza		7.1	.0042	1.8	3.7	11,166	.0039	1,573	6,203	2.1	5,350	25.5	6.9	28.7	17.5	27.7	28.0	10.3	15.2	7.8	34.4
Gillespie		10.0	.0060	3.1	3.8	11,743	.0042	1,174	3,788	3.2	3,627	38.4	15.3	35.0	31.5	19.4	26.9	4.4	9.6	2.8	16.7
Glasscock		.9	.0005	.2		1,625	.0005	1,806	8,125	.3	5,383	19.1	5.2	25.5	15.4	39.6	37.1	9.2	13.7	6.6	28.6
Goliad		5.2	.0031	1.3		5,492	.0020	1,056	4,225	1.4	3,906	45.4	16.8	28.9	24.1	15.4	19.8	5.5	11.1	4.8	28.2
Gonzales		19.9	.0118	5.2	6.3	18,449	.0065	927	3,548	5.8	3,180	50.4	22.9	28.6	29.3	15.7	24.9	2.9	7.2	2.4	15.7
Gonzales		6.3	.0037	1.7		6,709	.0024	1,065	3,946	1.9	3,544	44.5	18.1	29.5	27.2	18.6	28.4	4.4	9.8	3.0	18.5
Gray		24.7	.0146	7.6	22.1	45,652	.0161	1,848	6,007	7.9	5,794	18.3	4.8	21.1	11.8	42.3	38.7	10.3	14.1	6.0	32.8
Pampa		22.1	.0131	7.2		42,452	.0150	1,921	5,896	7.3	5,834	18.4	4.6	21.2	11.9	41.9	38.1	10.3	14.0	8.2	33.4
Grayson		73.6	.0436	22.9	48.4	96,888	.0341	1,316	4,231	25.6	3,756	36.6	14.1	30.0	25.9	25.2	33.8	5.7	12.1	2.5	14.1
Sherman		28.1	.0166	9.4		41,484	.0146	1,476	4,413	10.4	3,974	33.3	12.1	29.6	24.3	28.0	35.4	6.2	12.4	3.9	15.8
Denison		20.3	.0120	6.9		28,519	.0100	1,405	4,133	7.1	4,001	33.1	11.9	30.3	24.9	26.5	33.3	7.1	14.0	3.0	15.9
Gregg		73.6	.0436	22.2	52.0	117,110	.0413	1,591	5,275	24.6	4,761	26.0	8.5	25.2	17.2	33.1	35.0	8.5	14.1	5.2	25.2
Longview		36.9	.0219	11.7		60,376	.0213	1,636	5,160	12.6	4,802	28.7	8.6	25.7	17.5	31.6	33.1	8.4	13.8	5.6	27.0
2Kilgore		10.6	.0063	3.7		20,442	.0072	1,928	5,525	4.0	5,094	25.2	7.1	24.4	15.6	34.8	34.4	9.4	14.7	6.3	28.2
3Gladewater		6.1	.0036	1.8		11,382	.0040	1,866	6,323	2.3	5,059	23.5	6.7	27.7	17.9	32.8	32.6	10.0	15.6	6.0	27.2
Grimes		12.0	.0071	3.6	4.2	10,990	.0038	916	3,053	3.6	3,018	55.0	28.4	26.9	28.9	13.4	22.4	2.4	6.4	2.3	15.9
Guadalupe		25.8	.0153	7.1	13.7	27,445	.0097	1,064	3,865	7.7	3,566	38.8	16.1	31.4	28.4	21.4	30.0	4.9	10.9	2.5	14.6
Seguin		13.7	.0081	4.0		16,484	.0058	1,203	4,121	4.5	3,691	39.7	15.6	30.1	26.5	22.4	30.6	4.9	10.4	2.9	16.9

2 Kilgore is in Gregg and Rush Counties.
3 Gladewater is in Gregg and Upshur Counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
Hale		34.6	.0205	9.8	19.6	61,994	.0219	1,792	6,328	10.6	5,822	24.5	8.1	28.8	15.1	29.2	25.2	9.9	13.4	9.6	40.2
Plainview		19.6	.0116	5.8		39,078	.0138	1,994	6,738	6.5	5,789	25.0	6.3	26.4	14.9	29.3	25.6	9.8	13.5	9.5	39.7
Hall		10.3	.0061	2.8	3.7	14,843	.0052	1,441	5,301	3.0	5,016	33.1	9.5	28.2	16.3	23.5	23.6	7.5	11.9	7.7	36.7
Hamilton		9.3	.0055	2.9	2.7	10,086	.0035	1,085	3,478	3.2	3,176	48.1	21.9	31.6	32.3	14.8	23.4	3.4	8.6	2.1	13.8
Hansford		4.7	.0026	1.2		10,061	.0036	2,141	8,384	1.3	7,803	18.4	3.5	21.5	9.5	33.2	22.2	11.2	11.8	15.7	53.0
Hardeman		9.6	.0057	3.0	4.5	14,267	.0050	1,486	4,758	3.2	4,399	34.7	11.4	27.6	20.5	25.7	29.4	6.9	12.4	5.1	26.3
Hardin		20.7	.0122	5.7	3.4	22,390	.0079	1,082	3,928	6.2	3,622	38.8	14.7	27.7	25.0	28.3	39.3	5.4	11.7	1.8	9.3
Harris	64	1,134.1	.6719	339.1	998.3	2,138,153	.7534	1,885	6,305	390.9	5,469	22.0	5.8	24.2	14.5	35.1	32.2	11.5	16.7	7.2	30.6
▲Houston		732.0	.4336	228.0		1,412,840	.4978	1,930	6,197	263.6	5,360	22.8	6.2	25.1	15.4	34.1	31.9	11.0	16.2	7.0	30.3
Baytown		33.1	.0196	10.3		62,066	.0219	1,875	6,026	10.8	5,739	17.2	4.3	18.6	10.6	43.0	37.7	14.4	19.9	6.8	27.5
Pasadena		48.7	.0288	14.1		81,784	.0288	1,679	5,800	14.8	5,534	15.9	4.1	20.0	11.8	45.3	41.2	12.9	18.5	5.9	24.4
Bellaire		25.0	.0148	7.7		51,837	.0183	2,073	6,732	7.7	6,744	16.3	3.5	17.6	8.5	37.5	28.0	17.9	21.0	10.7	39.0
West University Place		25.0	.0148	7.4		72,152	.0254	2,886	9,750	8.1	8,963	14.0	2.3	14.1	5.1	31.5	17.6	21.0	18.6	19.4	56.4
Harrison		50.2	.0297	13.5	27.3	51,430	.0182	1,025	3,810	15.0	3,428	34.4	18.7	27.7	28.3	21.1	30.9	4.6	10.7	2.2	13.4
Marshall		27.3	.0162	8.3		34,425	.0121	1,261	4,148	9.7	3,541	42.6	17.4	27.8	25.7	22.1	31.3	5.1	11.3	2.4	14.3
Hartley		1.6	.0010	.5	.4	3,828	.0013	2,393	7,656	.5	7,050	25.6	5.3	24.1	11.2	24.9	17.7	10.3	11.6	15.1	54.2
Haskell		12.7	.0075	3.5	3.5	17,641	.0062	1,389	5,040	3.6	4,848	31.6	9.4	29.6	19.9	24.3	25.2	7.7	12.6	6.8	32.9
Hays		20.5	.0121	5.0	15.0	23,530	.0083	1,148	4,706	6.9	3,414	49.6	21.1	27.1	25.7	15.9	23.5	4.1	9.6	3.1	20.1
San Marcos		15.0	.0089	3.5		15,936	.0056	1,062	4,553	5.1	3,144	53.2	24.5	25.8	26.8	14.7	23.4	3.8	9.6	2.5	15.7
Hemphill		4.2	.0025	1.3	2.8	6,239	.0022	1,485	4,799	1.3	4,924	25.7	7.5	25.5	16.9	33.2	33.9	10.2	16.4	5.4	25.3
Henderson		18.9	.0112	5.5	5.4	18,191	.0064	962	3,307	5.9	3,095	49.6	23.2	27.9	29.4	17.1	27.8	3.7	9.4	1.7	10.2
Athens		5.4	.0032	1.8		6,699	.0024	1,241	3,722	1.8	3,633	43.2	17.2	28.7	25.8	19.1	26.4	6.1	13.2	2.9	17.4
Hidalgo	187	201.2	.1192	46.4	123.9	185,350	.0653	921	3,995	52.8	3,510	51.8	21.3	24.1	22.3	15.8	22.7	4.7	10.6	3.6	23.1
△McAllen		31.7	.0188	8.4		36,993	.0130	1,167	4,404	9.1	4,067	43.7	15.5	26.1	20.9	19.2	23.8	6.1	11.9	4.9	27.9
Edinburg		16.2	.0096	3.8		16,266	.0057	1,004	4,281	4.4	3,727	45.4	17.6	26.3	23.0	19.4	26.1	5.2	11.1	3.7	22.2
Weslaco		14.5	.0086	4.0		14,462	.0051	997	3,616	4.2	3,481	52.2	21.7	23.5	22.0	15.8	22.8	5.0	11.4	3.5	22.1
Mercedes		13.2	.0078	3.6		12,384	.0044	938	3,440	3.6	3,458	53.0	22.1	23.3	22.0	15.3	22.2	4.9	11.3	3.5	22.4
Mission		14.4	.0085	3.4		12,419	.0044	862	3,653	3.5	3,533	51.5	21.0	23.8	22.0	16.6	23.7	4.4	9.8	3.7	23.5
See Brownsville-Harlingen-McAllen																					
Hill		27.0	.0160	8.3	8.6	33,207	.0117	1,230	4,001	9.0	3,709	40.3	15.7	30.5	26.8	21.3	28.9	4.8	10.3	3.1	18.3
Hillsboro		8.6	.0051	3.0		11,747	.0041	1,366	3,916	3.1	3,743	38.0	14.7	30.7	26.8	23.3	31.3	5.1	10.7	2.9	16.5
Hockley		28.3	.0168	7.6	12.6	48,307	.0170	1,707	6,356	8.2	5,884	17.3	4.2	23.3	13.0	38.8	33.1	12.5	16.9	8.1	32.8
Levelland		12.6	.0075	3.6		23,942	.0084	1,900	6,651	4.0	5,968	16.5	4.0	22.9	12.5	38.8	32.7	13.6	18.0	8.2	32.8

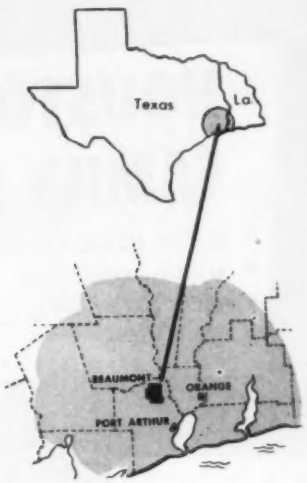
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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KFDM TV

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Dominates this important Gold Coast Cities Market

MARKET FACTS
(Sales Management 1957)

- Covers 13 counties in Texas
- Covers 7 parishes in Louisiana
- 136,090 TV homes
- 679,600 Population
- $689,522,000 Retail Sales
- $952,225,000 Net Effective Buying Income

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100,000 WATTS
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
Hood		4.5	.0026	1.3		5,415	.0020	1,203	4,165	1.5	3,555	40.0	16.3	29.2	26.7	24.1	34.1	4.5	10.1	2.2	12.8
Hopkins		20.4	.0121	6.2	10.1	22,282	.0078	1,091	3,591	6.5	3,412	45.4	19.2	30.5	29.2	17.2	25.3	4.3	9.9	2.6	16.4
Sulphur Springs		10.1	.0060	3.1		13,127	.0046	1,300	4,235	3.6	3,620	42.1	16.8	31.1	28.0	18.8	26.1	5.0	10.9	3.0	18.2
Houston		18.9	.0112	5.3	4.9	16,739	.0059	886	3,158	5.8	2,901	54.6	27.2	26.6	29.9	13.8	23.9	3.5	9.7	1.5	9.3
Howard		32.8	.0194	9.1	25.7	57,463	.0202	1,752	6,315	10.3	5,585	21.0	5.4	23.8	14.0	36.3	32.8	11.5	16.3	7.4	31.5
Big Spring		25.7	.0152	7.8		47,692	.0168	1,856	6,114	8.6	5,552	21.1	5.5	23.8	14.1	36.2	32.7	11.5	16.4	7.4	31.3
Hudspeth		5.4	.0032	1.2		5,080	.0018	941	4,233	1.7	2,990	53.7	25.9	28.0	30.6	13.3	22.4	3.1	8.1	1.9	13.0
Hunt		41.2	.0245	12.6	25.2	48,689	.0172	1,181	3,863	14.0	3,465	44.2	18.4	28.9	27.3	20.1	29.1	4.3	9.9	2.5	15.3
Greenville		19.3	.0114	6.4		24,829	.0087	1,286	3,880	6.8	3,672	40.6	16.0	29.8	26.5	21.9	30.0	4.7	10.1	3.0	17.4
Hutchinson		35.7	.0211	10.2	25.8	67,483	.0238	1,890	6,616	11.6	5,836	11.7	2.9	16.0	9.0	51.7	44.5	14.6	19.8	6.0	23.8
Borger		23.0	.0136	7.0		45,831	.0161	1,993	6,547	8.0	5,735	13.2	3.3	17.2	9.8	49.4	43.3	14.2	19.6	6.0	24.0
Irion		1.6	.0010	.4		1,898	.0006	1,186	4,745	.4	4,373	33.6	11.1	34.9	26.0	20.0	23.0	6.0	10.9	5.5	29.0
Jack		6.3	.0037	2.0	2.4	8,982	.0032	1,426	4,491	2.1	4,189	33.5	11.6	28.4	22.1	27.3	32.7	7.0	13.3	3.8	20.3
Jackson		13.2	.0078	3.6	4.0	17,011	.0060	1,289	4,725	3.9	4,413	31.2	10.2	27.0	20.1	30.1	34.2	7.3	13.1	4.4	22.4
Jasper		20.7	.0123	5.3	4.6	19,372	.0068	936	3,655	5.7	3,420	42.9	18.1	30.7	29.4	19.9	29.2	4.2	9.7	2.3	13.6
Jeff Davis		2.2	.0013	.5		3,128	.0011	1,422	6,256	.8	4,116	41.3	14.5	28.7	22.9	19.6	23.9	5.3	10.1	5.1	28.6
Jefferson	15	229.5	.1359	67.2	208.5	398,318	.1404	1,736	5,927	75.4	5,281	21.4	5.9	21.5	13.3	39.8	37.9	11.3	16.9	6.0	26.0
▲Beaumont		112.9	.0669	34.2		197,855	.0697	1,752	5,785	37.7	5,248	23.0	6.3	23.3	14.6	36.6	35.0	10.8	16.3	6.3	27.5
▲Port Arthur		62.8	.0372	19.0		111,282	.0392	1,772	5,857	21.3	5,232	20.5	5.7	19.9	12.4	42.7	41.0	11.5	17.4	5.4	23.5
Jim Hogg		4.9	.0029	1.2	3.9	4,889	.0017	998	4,074	1.2	3,956	40.7	14.9	27.3	22.4	21.8	27.8	6.2	12.5	4.0	22.4
Jim Wells		33.2	.0197	8.9	23.3	40,858	.0144	1,231	5,107	8.7	4,711	33.0	10.1	25.2	17.5	27.4	29.3	8.5	14.3	5.9	28.8
Alice		21.2	.0126	5.4		26,845	.0095	1,266	4,971	5.6	4,776	31.2	9.4	25.9	17.7	28.2	29.7	8.8	14.6	5.9	28.6
Johnson		36.8	.0218	11.5	17.9	46,413	.0164	1,261	4,036	11.9	3,913	34.8	12.9	28.4	23.7	28.0	35.9	6.0	12.1	2.8	15.4
Cleburne		17.9	.0106	6.1		25,153	.0089	1,405	4,123	6.1	4,114	31.9	11.2	27.5	21.8	30.9	37.8	6.6	12.6	3.1	16.6
Jones		20.7	.0123	6.3	11.4	30,402	.0107	1,469	4,826	6.5	4,667	31.4	9.7	28.8	20.2	26.0	28.0	8.0	13.5	5.8	28.6
Karnes		16.1	.0095	3.9	6.5	17,387	.0061	1,080	4,458	4.5	3,894	42.9	15.9	25.6	21.4	21.8	27.9	6.0	12.3	3.9	22.5
Kaufman		27.3	.0162	7.3	14.7	26,227	.0092	961	3,593	7.8	3,365	45.1	19.4	29.3	28.4	19.4	28.9	3.9	9.3	2.3	14.0
Terrell		11.9	.0070	3.2		11,912	.0042	1,001	3,723	3.4	3,545	41.5	16.9	29.1	26.9	22.4	31.7	4.5	10.0	2.5	14.5
Kendall		8.4	.0032	1.6		7,356	.0026	1,361	4,594	1.8	3,982	38.8	14.1	32.5	26.6	19.2	24.3	5.1	10.1	4.4	24.9
Kenedy		.6	.0003	.1		363	.0002	605	3,630	.2	2,174	70.1	46.6	19.1	28.6	10.8	24.8				
Kent		1.5	.0009	.5		2,695	.0009	1,797	5,390	.5	5,153	31.2	8.8	25.2	16.0	27.0	26.3	9.0	13.8	7.8	35.1

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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LUBBOCK AVALANCHE-JOURNAL

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SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Kerr		15.8	.0094	4.6	9.5	21,778	.0077	1,378	4,734	5.2	4,186	33.2	11.5	31.0	24.1	25.9	31.2	5.7	10.7	4.2	22.5
Kerrville		9.5	.0056	3.1		14,509	.0051	1,527	4,680	3.5	4,181	33.2	11.5	30.1	23.6	26.6	31.9	6.0	11.3	4.1	21.7
Kimble		4.4	.0026	1.2		5,185	.0018	1,178	4,321	1.3	3,846	38.5	14.5	34.6	29.3	17.7	23.2	5.4	11.1	3.8	21.9
King		.9	.0005	.2		1,440	.0005	1,600	7,200	.3	5,353	35.7	9.7	22.7	13.7	24.9	23.4	7.4	11.0	9.3	42.2
Kinney		2.1	.0013	.5		2,675	.0010	1,274	5,350	.6	4,315	49.4	16.5	27.0	20.5	11.0	12.8	5.2	9.5	7.4	40.7
Kleberg		27.1	.0160	6.8	24.8	39,050	.0137	1,441	5,743	8.7	4,504	34.3	11.0	25.4	18.4	26.1	29.2	9.2	16.2	5.0	25.2
Kingsville		24.8	.0147	6.3		37,077	.0131	1,495	5,885	8.2	4,502	34.3	11.0	25.4	18.4	26.1	29.2	9.2	16.2	5.0	25.2
Knox		9.6	.0057	2.6		15,207	.0054	1,584	5,849	2.6	5,512	30.1	7.9	27.5	19.3	23.8	21.7	9.3	13.4	9.3	40.7
Lamar		43.2	.0256	13.0	24.1	43,461	.0153	1,006	3,343	13.9	3,123	48.2	22.3	29.1	30.4	17.6	28.3	3.4	8.6	1.7	10.4
Paris		24.1	.0143	7.9		29,111	.0103	1,208	3,685	8.6	3,370	43.9	18.8	29.9	29.0	20.2	30.1	3.9	9.1	2.1	13.0
Lamb		21.4	.0127	5.9	8.4	32,182	.0113	1,504	5,455	6.1	5,257	25.1	6.9	30.2	18.7	28.9	27.6	8.2	12.4	7.6	34.4
Littlefield		8.4	.0050	2.5		11,853	.0042	1,411	4,741	2.5	4,520	26.3	7.9	30.1	20.4	30.3	31.6	7.5	12.3	5.8	27.8
Lampasas		9.5	.0056	2.9	4.7	10,767	.0038	1,133	3,713	3.0	3,544	41.2	16.8	32.0	29.4	19.6	27.8	4.6	10.4	2.6	15.6
La Salle		7.9	.0047	1.9	4.7	7,685	.0027	970	4,034	1.9	4,028	51.3	18.4	25.1	20.3	13.3	16.7	3.9	7.7	6.4	36.9
Lavaca		19.1	.0113	5.5	2.7	18,752	.0066	982	3,409	6.0	3,105	44.8	20.8	33.2	35.1	17.6	28.4	3.0	7.6	1.4	8.1
Lee		8.9	.0053	2.4	2.2	7,569	.0027	850	3,154	2.5	3,016	51.3	24.6	29.0	31.3	15.5	25.9	2.4	6.2	1.8	12.0
Leon		9.6	.0056	2.7		8,131	.0029	847	3,011	3.0	2,718	56.6	30.1	27.3	32.8	12.5	23.1	2.6	7.5	1.0	6.5
Liberty		27.9	.0166	7.8	10.2	34,104	.0120	1,222	4,372	8.5	4,006	38.3	13.8	27.8	22.7	23.8	29.9	6.3	12.5	3.8	21.1
Liberty		5.1	.0030	1.6		9,258	.0033	1,815	5,786	1.9	4,946	31.5	9.2	25.5	16.8	27.0	27.4	9.3	15.0	6.7	31.6
Limestone		20.1	.0119	5.8	5.4	19,009	.0067	946	3,277	5.9	3,224	50.6	22.7	27.1	27.4	16.2	25.3	3.7	9.2	2.4	15.4
Lipscomb		3.7	.0022	1.1		6,292	.0022	1,701	5,720	1.1	5,524	30.1	7.9	26.5	15.7	28.3	23.9	7.6	10.8	9.8	41.7
Live Oak		7.9	.0047	2.0		8,645	.0030	1,094	4,323	2.2	4,013	39.0	14.0	29.9	24.4	21.5	26.9	5.3	10.4	4.3	24.3
Llano		5.1	.0030	1.7	2.8	7,256	.0026	1,423	4,268	1.7	4,311	32.8	11.0	32.5	24.7	24.5	28.5	5.3	9.7	4.9	26.1
Loving		.2	.0001	.1		369	.0001	1,845	3,690	.1	4,613	27.5	8.7	34.9	24.6	30.0	32.8	1.3	2.2	6.3	31.7
Lubbock	85	162.3	.0961	45.6	138.2	303,612	.1070	1,871	6,658	56.9	5,332	27.5	7.5	25.2	15.3	29.7	28.0	9.9	14.8	7.7	34.4
▲Lubbock		133.1	.0788	39.5		263,350	.0928	1,979	6,667	49.4	5,328	27.6	7.5	25.1	15.3	29.7	28.0	9.9	14.8	7.7	34.4
Lynn		10.4	.0062	2.8	2.9	18,108	.0064	1,741	6,467	3.1	5,927	23.8	5.8	28.6	15.7	28.0	23.7	9.4	12.6	10.2	42.2
McCulloch		10.7	.0063	3.1	5.4	14,291	.0050	1,336	4,610	3.3	4,277	37.2	12.6	28.8	22.0	22.5	26.4	6.4	11.8	5.1	27.2
McLennan	156	141.9	.0841	41.5	106.3	200,311	.0706	1,412	4,827	48.5	4,129	35.0	12.2	28.6	22.7	25.9	31.5	6.6	12.7	3.9	20.9
▲Waco		104.1	.0617	31.2		157,355	.0554	1,512	5,043	37.1	4,237	34.2	11.7	28.2	21.7	26.4	31.3	7.0	13.1	4.2	22.2
McMullen		1.6	.0009	.5		2,000	.0007	1,250	4,000	.5	4,158	34.5	12.0	25.7	20.2	31.2	37.7	4.6	8.7	4.0	21.4
Madison		6.2	.0037	1.8		5,570	.0020	898	3,094	1.9	2,996	52.1	25.1	30.1	32.7	12.8	21.5	3.1	8.3	1.9	12.4
Marion		9.0	.0054	2.3	2.8	7,563	.0026	840	3,288	2.7	2,772	56.0	29.2	27.0	31.7	12.6	22.7	3.5	10.1	1.0	6.3
Martin		5.7	.0033	1.4		9,951	.0035	1,748	7,108	1.6	6,177	31.7	7.4	22.1	11.8	24.7	20.1	9.3	11.9	12.2	48.8

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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KRIS-TV Sells South Texas!

KRIS-TV, Channel 6 in Corpus Christi, has the only full time operation in its entire area of almost 500,000 people!

KRIS-TV is preferred by viewers. Over 70 percent of the viewers in the Corpus Christi area watch KRIS-TV because . . . KRIS-TV has the programs! 10 out of the top 10 . . . 18 out of the top 20. 25 out of the top 30! And no overlap from outside stations. (*A.R.B., January 1957*)

KRIS-TV serves a metropolitan area which has grown in size from 126th to 93rd . . . in 11 years! The surrounding area has experienced the same amazing growth. (*Sales Management*)



KRIS TV channel 6

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T. Frank Smith, President
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TEXAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.	% Units	% Inc.
Mason		4.6	.0028	1.5		5,970	.0021	1,298	3,980	1.5	3,988	35.1	12.7	31.7	26.0	24.1	30.4	5.5	10.9	3.6	20.0
Matagorda		25.0	.0148	7.1	15.9	35,248	.0125	1,410	4,965	7.8	4,544	37.8	12.0	24.1	17.3	24.2	26.8	8.0	14.0	5.9	29.9
Bay City		13.1	.0078	4.3		22,006	.0078	1,680	5,118	4.6	4,834	35.2	10.5	23.8	16.0	25.4	26.5	8.9	14.6	6.7	32.4
Maverick		14.4	.0085	3.1	8.7	13,142	.0046	913	4,239	4.5	2,935	54.5	26.8	24.3	26.9	15.9	27.3	4.0	10.8	1.3	8.2
Medina		18.1	.0107	4.6	4.5	17,711	.0062	979	3,850	5.1	3,448	44.7	18.7	28.2	26.7	20.1	29.3	4.6	10.6	2.4	14.7
Menard		3.9	.0023	1.1	2.5	5,520	.0020	1,415	5,018	1.3	4,343	41.0	13.6	26.2	19.7	20.8	24.1	6.1	11.1	5.9	31.5
Midland	231	46.5	.0276	14.1	44.5	111,537	.0393	2,399	7,910	15.5	7,211	16.0	3.2	18.8	8.6	36.5	25.4	15.5	17.0	13.2	45.3
△Midland		44.5	.0264	13.6		109,472	.0386	2,460	8,049	15.2	7,214	16.0	3.2	18.8	8.6	36.5	25.4	15.5	17.0	13.2	45.8
Milam		19.0	.0112	5.6	4.1	17,003	.0060	895	3,038	5.9	2,801	54.8	27.3	27.1	30.4	13.4	23.2	3.1	8.6	1.6	10.8
Mills		5.0	.0030	1.5		6,121	.0021	1,224	4,081	1.9	3,277	44.0	19.4	34.4	34.3	16.6	25.5	2.8	6.7	2.2	14.1
Mitchell		14.5	.0086	4.1	7.1	22,408	.0079	1,545	5,465	4.5	5,027	26.2	7.5	25.0	16.3	33.5	33.5	9.2	14.5	6.1	28.2
Montague		14.7	.0087	4.6	6.6	18,526	.0066	1,260	4,027	5.0	3,712	40.6	15.8	26.4	23.1	25.5	34.6	4.7	10.1	2.8	16.4
Montgomery		24.2	.0143	7.1	8.8	26,069	.0091	1,077	3,672	7.2	3,602	43.5	17.4	26.2	23.8	22.2	31.0	5.4	11.8	2.7	16.0
Conroe		8.8	.0052	3.1		12,237	.0043	1,391	3,947	3.1	3,973	40.6	14.8	25.5	20.8	23.6	29.9	6.5	13.0	3.8	21.5
Moore		26.7	.0158	7.2	12.4	46,569	.0165	1,744	6,466	8.0	5,839	11.0	2.7	17.7	9.9	53.8	46.1	11.2	15.2	6.5	28.1
Morris		8.9	.0053	2.5		7,893	.0027	884	3,077	2.5	3,097	44.6	20.8	30.8	32.4	20.5	33.2	3.3	8.4	1.0	8.2
Motley		3.4	.0020	1.0		5,711	.0020	1,680	5,711	1.1	4,992	32.7	9.5	27.0	17.6	24.3	24.5	8.7	13.7	7.3	34.7
Nacogdoches		29.6	.0176	8.1	14.5	31,058	.0109	1,049	3,834	9.2	3,370	49.1	21.1	28.9	27.8	15.6	23.3	3.4	8.1	3.0	19.7
Nacogdoches		14.5	.0086	4.3		18,182	.0064	1,254	4,228	5.1	3,561	46.1	18.6	27.8	25.4	18.8	26.4	3.9	8.7	3.4	20.9
Navarro		34.8	.0208	10.6	21.6	41,358	.0146	1,188	3,902	11.1	3,722	43.4	16.8	28.2	24.9	20.0	27.0	4.8	10.1	3.6	21.2
Corsicana		21.6	.0128	7.0		28,850	.0102	1,336	4,121	7.3	3,936	39.8	14.6	28.8	23.9	22.2	28.4	5.2	10.4	4.0	22.7
Newton		9.5	.0056	2.4		7,225	.0025	761	3,010	2.5	2,920	50.5	25.0	31.5	35.2	14.0	24.1	2.6	7.1	1.4	8.6
Nolan		19.9	.0118	6.0	16.2	32,949	.0117	1,656	5,492	6.7	4,938	24.7	7.2	29.1	19.2	31.5	32.1	8.9	14.3	5.8	27.2
Sweetwater		16.2	.0096	4.8		28,441	.0100	1,756	5,925	5.7	4,958	24.2	7.0	29.0	19.1	32.1	32.6	8.9	14.2	5.8	27.1
Nueces	34	249.7	.1479	66.6	202.5	390,215	.1375	1,563	5,859	76.3	5,112	25.7	7.3	26.1	16.6	31.8	31.3	9.9	15.4	6.5	29.4
▲Corpus Christi		166.7	.0988	48.2		274,349	.0967	1,646	5,692	52.8	5,199	24.7	6.9	26.5	16.6	32.0	31.0	10.1	15.4	6.7	30.1
Robstown		10.3	.0061	2.7		11,900	.0042	1,155	4,407	2.7	4,383	36.1	11.9	27.5	20.5	23.4	26.8	7.9	14.3	5.1	26.5
Ochiltree		7.8	.0046	2.2	6.3	24,968	.0087	3,201	11349	2.7	9,089	16.0	2.5	20.8	7.5	28.8	15.9	12.9	11.3	21.5	62.8
Perryton		6.3	.0037	2.1		17,697	.0062	2,809	8,427	2.2	7,982	16.9	3.1	22.1	9.0	30.6	19.3	12.6	12.5	17.8	56.1
Oldham		1.6	.0010	.4		3,047	.0011	1,904	7,618	.6	5,540	22.4	5.8	34.4	20.3	26.7	24.3	7.6	10.9	8.9	38.7

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

metropolitan
MIDLAND
(TEXAS)

1ST in the U. S. in retail sales:
$5,838 per family

HIGHEST PER FAMILY INCOME IN TEXAS... 4th IN U.S.
(SM: May 10, 1957)

Between the lines of Midland's unique sales story is Midland's unusual ability to buy whatever you sell . . . and the selling ability of . . .

The Midland Reporter-Telegram

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TEXAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000 & over % Units	$10,000 & over % Inc.
Orange		59.4	.0352	16.5	36.5	83,661	.0295	1,408	5,070	18.4	4,546	24.9	7.9	25.1	18.1	37.5	41.5	9.0	15.6	3.5	16.9
Orange		30.0	.0178	8.6		47,332	.0167	1,578	5,504	10.2	4,620	24.7	7.7	24.9	17.6	37.2	40.4	9.5	16.3	3.7	18.0
Palo Pinto		16.3	.0108	6.0	12.5	23,285	.0082	1,272	3,881	6.5	3,583	40.7	16.4	32.0	29.2	20.6	28.9	3.9	8.6	2.8	16.9
Mineral Wells		12.5	.0074	4.6		17,575	.0062	1,406	3,821	4.9	3,618	40.1	16.0	31.7	28.7	21.3	29.5	4.1	8.9	2.8	16.9
Panola		16.9	.0100	4.3	4.2	18,387	.0068	1,088	4,276	4.8	3,796	39.7	15.1	27.5	23.6	24.4	32.3	5.3	11.1	3.1	17.9
Parker		24.4	.0145	7.7	12.5	31,521	.0111	1,292	4,094	7.9	4,005	36.2	13.1	30.0	24.3	24.9	31.3	5.1	10.2	3.8	21.1
Weatherford		12.5	.0074	4.3		18,490	.0065	1,479	4,300	4.5	4,086	35.5	12.6	28.9	23.1	26.3	32.4	5.3	10.3	4.0	21.6
Parmer		6.0	.0035	1.7		11,942	.0042	1,990	7,025	1.7	7,203	17.6	3.5	27.4	12.4	27.5	19.2	13.1	14.4	14.4	50.5
Pecos		10.9	.0065	2.8	5.0	16,469	.0058	1,511	5,882	3.4	4,864	32.0	9.5	21.9	14.7	31.1	32.1	8.9	14.6	6.1	29.1
Polk		13.8	.0082	3.8	2.5	14,246	.0050	1,032	3,749	4.1	3,481	40.6	16.9	33.6	31.5	19.4	28.0	4.0	9.0	2.4	14.6
Potter	6	117.6	.0696	37.0	110.3	232,538	.0820	1,977	6,285	41.2	5,639	20.6	5.3	23.8	13.8	37.1	33.0	10.7	15.0	7.8	32.9
4▲Amarillo		124.7	.0739	38.9		254,444	.0897	2,040	6,541	43.9	5,802	21.5	5.3	22.8	12.9	36.0	31.2	11.2	15.3	8.5	35.3
Presidio		5.9	.0035	1.5	2.9	6,459	.0022	1,095	4,306	1.6	3,943	47.1	17.2	25.3	21.0	17.2	22.0	5.4	10.8	5.0	29.0
Rains		2.8	.0017	.7		2,625	.0010	938	3,750	.8	3,099	54.3	25.3	28.1	29.7	12.0	19.5	3.0	7.5	2.6	18.0
Randall	6	22.2	.0131	6.6	19.4	50,581	.0178	2,278	7,664	8.0	6,284	24.6	5.7	19.6	10.1	32.0	25.6	13.0	16.4	10.8	42.2
4▲Amarillo																					
Reagan		3.7	.0022	.9		7,592	.0027	2,052	8,436	1.2	6,374	9.2	2.1	18.1	9.3	51.8	40.9	12.3	15.2	8.8	32.5
Real		2.7	.0016	.7		2,505	.0008	928	3,579	.8	3,155	45.8	21.0	31.0	32.1	17.0	27.1	4.8	12.0	1.4	7.8
Red River		18.0	.0107	5.2	3.7	14,557	.0052	809	2,799	5.4	2,701	55.0	29.4	30.1	36.3	11.9	22.2	2.1	6.1	.9	6.0
Reeves		17.1	.0101	4.5	14.2	27,540	.0097	1,611	6,120	5.8	4,760	30.5	9.3	25.9	17.7	28.5	30.1	9.5	15.8	5.6	27.1
Pecos		14.2	.0084	4.1		21,197	.0075	1,493	5,170	4.3	4,946	26.9	7.9	26.6	17.5	30.6	31.1	10.0	16.1	5.9	27.4
Refugio		9.6	.0057	2.6	4.6	15,077	.0053	1,571	5,799	2.8	5,354	28.2	7.6	19.8	12.1	32.8	30.8	11.9	17.6	7.3	31.9
Roberts		1.0	.0006	.3		2,127	.0007	2,127	7,090	.3	6,183	29.4	6.9	20.6	15.6	18.3	14.9	10.5	13.4	12.2	49.2
Robertson		17.6	.0104	4.8	6.6	15,860	.0056	901	3,304	5.4	2,926	54.1	26.7	25.7	28.7	15.6	26.8	3.1	8.4	1.5	9.4
Rockwall		5.2	.0031	1.4		5,034	.0018	968	3,596	1.5	3,250	48.7	21.7	23.5	23.5	21.9	33.9	4.1	10.1	1.8	10.8
Runnels		15.3	.0091	4.4	7.5	22,703	.0080	1,484	5,160	4.7	4,840	31.2	9.3	27.3	18.4	27.8	28.8	7.2	11.9	6.5	31.6
Rusk		43.0	.0254	12.1	11.8	51,132	.0180	1,189	4,226	12.9	3,971	38.9	14.2	24.7	20.3	26.8	33.9	6.1	12.1	3.5	19.5
Henderson		10.3	.0061	3.4		15,975	.0056	1,551	4,699	3.8	4,235	38.1	13.0	25.2	19.5	25.4	30.1	6.7	12.5	4.6	24.9
2Kilgore																					
Sabine		7.3	.0044	1.8		6,476	.0023	887	3,598	2.1	3,066	47.3	22.3	34.8	36.7	14.2	23.3	2.0	5.3	1.9	12.4
San Augustine		7.0	.0041	1.8	2.0	5,122	.0018	732	2,846	1.9	2,704	57.7	30.8	27.7	33.5	10.8	20.0	2.6	7.7	1.2	8.0
San Jacinto		6.3	.0037	1.6		4,938	.0017	784	3,086	1.9	2,557	62.0	35.0	24.2	30.8	10.5	20.7	2.4	7.4	.9	6.1
San Patricio		40.7	.0242	9.8	18.6	43,503	.0154	1,069	4,439	10.1	4,295	37.8	12.7	26.1	19.9	24.3	28.5	6.8	12.5	5.0	26.4
San Saba		7.7	.0045	2.3	3.1	8,518	.0030	1,106	3,703	2.5	3,454	41.6	17.4	32.2	30.5	19.7	28.7	4.1	9.4	2.4	14.0
Schleicher		2.6	.0016	.7		3,891	.0013	1,497	5,559	.8	5,126	29.1	8.2	26.0	16.5	31.5	30.9	5.8	9.0	7.6	35.4
Scurry		32.1	.0190	9.4	17.6	58,887	.0201	1,772	6,052	10.7	5,318	20.8	5.7	23.4	14.3	38.7	36.6	10.8	16.1	6.3	27.3
Snyder		17.6	.0104	5.7		35,866	.0126	2,038	6,292	6.8	5,284	20.6	5.6	23.3	14.4	39.1	37.2	11.0	16.5	6.0	26.3
Shackelford		4.1	.0024	1.1		6,127	.0022	1,494	5,570	1.4	4,414	31.7	10.4	26.4	19.5	30.3	34.5	7.1	12.8	4.5	22.8
Shelby		19.6	.0116	5.6	3.7	17,322	.0061	884	3,093	5.8	2,982	53.4	26.1	28.4	31.2	13.7	23.2	2.7	7.2	1.8	12.3
Sherman		2.4	.0014	.7		7,783	.0027	3,243	11,119	.8	10,201	19.7	2.8	19.6	6.3	24.4	12.0	10.0	7.7	26.3	71.2

2 Kilgore is in Gregg and Rush Counties.
4 Amarillo is in Potter and Randall Counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.



TEXAS — COUNTIES CITIES (continued)

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units: $0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000 & over % Units	$10,000 & over % Inc.
Smith	257	83.2	.0493	24.1	57.1	112,625	.0397	1,354	4,673	27.0	4,171	35.8	12.4	27.7	21.7	25.3	30.5	7.1	13.4	4.1	22.0
△Tyler		57.1	.0338	18.0		90,771	.0320	1,590	5,043	20.8	4,360	34.3	11.4	27.2	20.3	26.2	30.2	7.7	14.0	4.6	24.1
Somervell		2.4	.0014	.8		2,886	.0010	1,203	3,608	.8	3,452	37.9	15.9	32.4	30.6	23.7	34.5	4.3	8.9	1.7	9.1
Starr		15.0	.0089	3.1	4.3	10,562	.0037	704	3,407	3.6	2,903	55.8	27.8	23.4	26.3	16.1	27.9	3.2	8.7	1.5	9.3
Stephens		10.8	.0064	3.4	7.6	16,926	.0060	1,567	4,978	3.7	4,544	30.9	9.8	25.7	18.6	31.0	34.2	7.5	13.1	4.9	24.3
Breckenridge		7.6	.0045	2.7		13,293	.0047	1,749	4,923	2.8	4,765	29.1	8.8	25.8	17.7	31.2	32.9	8.3	13.8	5.6	26.8
Sterling		1.3	.0008	.4		1,790	.0008	1,377	4,475	.4	4,674	30.0	9.3	30.2	21.2	29.8	32.0	3.7	6.2	6.3	31.3
Stonewall		3.8	.0021	.9		6,047	.0021	1,723	6,719	1.2	5,164	31.9	8.9	23.5	14.9	26.4	25.7	10.8	15.6	7.4	33.9
Sutton		3.8	.0022	1.0	2.7	5,758	.0021	1,515	5,758	1.0	5,807	32.3	8.3	23.6	13.7	24.4	21.9	10.1	14.3	9.6	41.8
Swisher		8.8	.0052	2.4	3.4	18,588	.0065	2,112	7,745	2.9	6,472	25.2	5.6	25.4	12.8	26.5	20.6	10.3	12.6	12.6	48.4
Tarrant	52	535.0	.3170	162.9	455.0	941,061	.3316	1,759	5,777	189.8	4,958	23.9	7.0	26.5	17.3	34.6	35.1	9.6	15.4	5.4	25.2
▲Fort Worth		370.1	.2192	117.1		678,877	.2392	1,834	5,797	132.2	4,983	24.4	7.1	26.2	17.1	34.1	34.4	9.7	15.5	5.6	25.9
White Settlement		14.5	.0086	3.8		18,282	.0064	1,261	4,811	3.9	4,690	12.0	3.7	28.6	19.8	49.1	52.7	7.9	13.4	2.4	10.4
Arlington		20.8	.0123	6.4		35,771	.0126	1,720	5,589	7.7	4,659	27.0	8.4	24.3	17.0	35.2	38.0	9.2	15.7	4.3	20.9
Taylor	169	81.6	.0483	23.8	65.2	137,442	.0485	1,684	5,775	29.6	4,645	30.5	9.5	27.2	19.1	29.0	31.4	7.9	13.5	5.4	26.5
△Abilene		65.2	.0386	19.3		117,982	.0416	1,810	6,113	25.2	4,676	30.5	9.4	26.9	18.8	29.1	31.3	8.0	13.6	5.5	26.9
Terrell		2.9	.0017	.9		4,229	.0014	1,458	4,699	.9	4,504	33.8	10.8	26.1	19.0	26.9	30.1	8.1	14.2	5.1	25.9
Terry		17.3	.0103	4.6	10.2	26,125	.0093	1,510	5,679	5.0	5,263	22.2	6.1	29.5	18.2	32.5	31.1	8.8	13.2	7.0	31.4
Brownfield		10.2	.0060	3.0		17,664	.0062	1,732	5,888	3.3	5,430	21.2	5.6	28.1	17.0	33.8	31.3	9.4	13.7	7.5	32.4
Throckmorton		3.4	.0020	.9		5,035	.0017	1,481	5,594	1.1	4,737	34.1	10.4	23.7	16.3	27.8	29.6	8.3	13.8	6.1	29.9
Titus		16.2	.0096	4.6	7.5	16,829	.0060	1,039	3,658	4.9	3,468	42.8	17.8	28.2	26.5	22.3	32.3	4.5	10.3	2.2	13.1
Mount Pleasant		7.5	.0044	2.5		9,465	.0033	1,262	3,786	2.5	3,784	37.9	14.5	27.8	24.1	26.1	34.6	5.4	11.2	2.8	15.6
Tom Green	126	74.6	.0442	21.6	60.7	124,588	.0439	1,670	5,768	26.1	4,767	29.3	8.9	28.3	19.4	28.3	29.9	8.3	13.7	5.8	28.1
▲San Angelo		60.7	.0360	18.4		104,140	.0367	1,716	5,660	21.8	4,787	29.2	8.8	28.2	19.3	28.5	29.9	8.3	13.7	5.8	28.3
Travis	11	193.8	.1148	51.4	186.5	300,915	.1060	1,553	5,854	68.9	4,366	26.8	12.2	26.0	19.5	24.8	28.5	7.3	13.2	5.1	26.6
▲Austin		183.0	.1084	50.3		296,273	.1044	1,619	5,890	67.9	4,366	26.8	12.2	26.0	19.5	24.8	28.5	7.3	13.2	5.1	26.6
Trinity		8.2	.0048	2.4		7,269	.0026	886	3,029	2.5	2,854	52.3	26.5	29.3	33.4	14.7	25.9	2.6	7.2	1.1	7.0
Tyler		11.1	.0066	2.9		11,204	.0039	1,009	3,863	3.4	3,257	46.3	20.5	30.9	31.0	17.4	26.9	3.2	7.8	2.2	13.8
Upshur		17.8	.0106	4.9	4.0	16,638	.0059	935	3,396	5.2	3,179	50.1	22.8	27.2	27.8	17.0	26.8	3.6	9.1	2.1	13.5
3Gladewater																					
Upton		5.3	.0031	1.6	3.2	9,331	.0033	1,761	5,832	1.7	5,531	18.4	4.8	16.9	10.0	45.0	40.9	13.8	19.7	5.9	24.6

3 Gladewater is in Gregg and Upshur Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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Here are the FACTS, man!

on that RICH Austin • Waco • Port Arthur combine in Texas!

TOTAL EFFECTIVE BUYING INCOME . $708 MILLION*

TOTAL RETAIL SALES. . . . . $403 MILLION*

TOTAL POPULATION 349,900*

* These figures are for the 3 cities only! Taken from "SURVEY OF BUYING POWER," 1957. You get a big PLUS when you add the Texas-Size markets these three newspapers dominate.

P.S. You can learn a lot more about the "Rich Three" from Belden Associates' "Texas Markets and Media" survey. Better write for your copies, today!

The Austin American-Statesman

The Waco News-Tribune-TIMES-HERALD

The Port Arthur News



Represented Nationally by Burke, Kuipers and Mahoney, Inc.



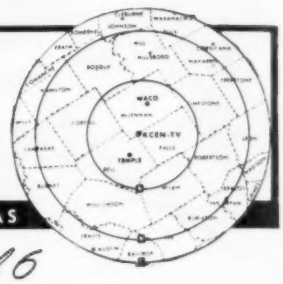
Hold your orders Boys
We have news for you

KCEN-TV is Leading Station in Texas 5th Market...

Between the first four major markets of Texas is a giant fifth. Not until KCEN-TV developed a television service with a tower TALL ENOUGH and programming GOOD ENOUGH was this important fifth market covered – really covered – by a single medium. Now, thanks to Nielsen, what we have always contended is a matter of record. KCEN-TV is acknowledged as "THE LEADING STATION IN TEXAS' 5th TELEVISION MARKET."

NEILSEN NCS No. 2 November 1956

Station	No. of TV Homes in Area	Monthly Homes Reached	DAYTIME Weekly NCS Circ.	DAYTIME Daily NCS Circ.	NIGHTTIME Weekly NCS Circ.	NIGHTTIME Daily NCS Circ.
KCEN-TV	106,370	88,040	76,760	56,700	83,010	68,420
Station B	87,040	66,270	55,410	39,650	62,820	49,940



SERVING THE TEMPLE-WACO MARKET AND ALL CENTRAL TEXAS

KCEN-TV INTERCONNECTED NBC AFFILIATE *Channel 6*

33 Counties Served According to Nielsen Survey No. 2. Inquiries as to details invited.

National Representatives, George P. Hollingbery Co.; Texas Representatives, Clyde Melville Co., Dallas.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Uvalde		18.2	.0108	4.8	9.9	21,315	.0075	1,171	4,441	5.4	3,936	38.1	14.0	31.2	25.9	21.6	27.6	6.2	10.5	3.9	22.0
Uvalde		9.9	.0059	2.3		12,136	.0043	1,226	5,277	2.9	4,118	35.7	12.5	31.1	24.7	23.0	28.1	5.9	11.3	4.3	23.4
Val Verde		18.3	.0108	4.4	16.7	19,504	.0068	1,068	4,433	4.9	4,013	45.0	16.2	26.5	21.5	18.2	22.8	5.2	10.3	5.1	29.2
Del Rio		16.7	.0099	4.1		16,183	.0067	969	3,947	4.1	3,983	43.8	15.9	27.3	22.3	18.9	23.8	5.2	10.4	4.8	27.6
Van Zandt		17.8	.0106	5.4		18,411	.0065	1,034	3,409	5.7	3,236	45.6	20.4	28.1	28.3	20.8	32.0	4.1	10.0	1.6	9.3
Victoria		37.7	.0223	10.3	22.1	56,631	.0200	1,502	5,498	12.0	4,728	29.3	9.0	25.7	17.7	30.7	32.6	9.0	15.1	5.3	25.6
Victoria		19.7	.0117	5.8		32,807	.0116	1,665	5,656	6.8	4,805	29.1	8.8	24.7	16.9	31.5	32.9	9.1	14.9	5.6	26.5
Walker		18.6	.0111	4.2	9.4	18,226	.0064	969	4,340	6.2	2,954	53.2	26.0	26.6	29.4	15.1	25.7	3.6	9.7	1.5	9.2
Waller		11.9	.0071	3.0		16,517	.0058	1,388	5,506	5.1	3,246	54.4	24.2	22.9	23.0	16.5	25.5	3.4	8.3	2.8	19.0
Ward		16.8	.0099	4.5	9.0	25,872	.0091	1,540	5,749	5.2	5,003	22.2	6.4	21.2	13.8	40.3	40.5	11.7	18.6	4.6	20.7
Monahans		9.0	.0053	2.8		14,750	.0052	1,639	5,265	2.8	5,203	20.1	5.6	22.1	13.9	40.4	39.0	12.1	18.4	5.3	23.1
Washington		17.5	.0104	5.1	7.1	16,035	.0057	916	3,144	5.5	2,900	55.5	27.7	26.6	29.9	13.4	23.2	2.8	7.6	1.7	11.6
Brenham		7.1	.0042	2.4		9,176	.0032	1,292	3,823	2.7	3,372	47.7	20.5	28.4	27.4	17.6	26.2	3.6	8.5	2.7	17.4
Webb	77	66.5	.0394	14.9	63.5	58,586	.0206	881	3,932	16.6	3,521	48.1	19.7	27.8	25.9	16.5	23.5	4.2	9.4	3.4	21.5
▲Laredo		63.5	.0376	14.5		53,226	.0188	838	3,671	15.1	3,525	48.0	19.7	27.9	25.8	16.5	23.5	4.2	9.4	3.4	21.6
Wharton		36.0	.0213	9.9	13.9	47,073	.0166	1,308	4,755	10.7	4,396	37.5	12.3	25.6	19.0	24.3	27.8	7.3	13.2	5.3	27.7
El Campo		9.4	.0056	3.2		16,237	.0057	1,727	5,074	3.5	4,625	32.5	10.2	26.1	18.4	27.9	30.3	8.0	13.7	5.5	27.4
Wharton		4.5	.0027	1.5		9,341	.0033	2,076	6,227	1.7	5,450	32.8	8.7	25.0	15.0	23.2	21.4	9.8	14.2	9.2	40.7
Wheeler		9.0	.0054	2.4	2.9	11,930	.0042	1,326	4,971	2.7	4,348	29.5	9.8	30.5	22.9	29.8	34.5	5.9	10.8	4.3	22.0
Wichita	182	127.6	.0756	34.0	121.6	223,546	.0788	1,752	6,575	51.9	4,307	37.1	12.4	24.6	18.7	28.8	31.3	6.7	12.4	4.8	25.2
▲Wichita Falls		94.2	.0558	25.3		183,967	.0648	1,953	7,271	43.7	4,213	39.6	13.6	23.9	18.4	25.3	30.2	6.5	12.3	4.7	25.5
Electra		5.5	.0033	1.9		8,290	.0029	1,507	4,363	1.9	4,386	24.6	8.1	24.3	18.1	41.2	47.2	7.1	12.9	2.8	13.7
Wilbarger		20.4	.0120	5.9	14.0	30,315	.0107	1,486	5,138	6.3	4,790	28.0	8.5	29.2	19.8	26.9	30.4	8.1	13.4	5.8	27.9
Vernon		14.0	.0083	4.4		22,550	.0079	1,611	5,125	4.7	4,755	27.8	8.5	20.4	29.7	29.0	30.6	7.8	13.0	5.7	27.5
Willacy		26.2	.0156	6.2	11.1	26,688	.0094	1,017	4,300	6.8	3,946	52.0	19.0	21.1	17.6	18.1	20.5	5.2	10.4	3.6	32.5
Raymondville		11.1	.0066	2.8		10,851	.0038	978	3,875	2.9	3,802	49.3	18.8	22.8	19.5	18.4	24.3	5.0	10.5	4.5	26.9
Williamson		35.8	.0210	10.2	14.4	38,783	.0136	1,092	3,802	11.2	3,469	42.1	17.5	30.5	28.7	20.4	29.6	4.7	10.7	2.3	13.5
Taylor		11.0	.0065	3.3		13,232	.0047	1,203	4,010	3.6	3,636	40.9	16.3	29.3	26.3	22.1	30.5	5.0	10.9	2.7	16.0
Wilson		13.2	.0078	3.2		10,836	.0039	821	3,398	3.4	3,182	47.2	21.4	32.3	33.3	14.9	23.5	3.6	8.8	2.1	13.2
Winkler		14.1	.0084	4.1	7.6	26,997	.0095	1,915	6,585	4.8	5,922	11.8	2.9	15.8	8.7	50.8	43.1	15.2	20.3	6.4	25.0
Kermit		7.6	.0045	2.3		14,989	.0053	1,972	6,517	2.5	5,883	12.0	2.9	17.5	9.7	49.3	42.1	14.8	19.9	6.4	25.4
Wise		14.3	.0084	4.3	2.6	15,685	.0055	1,097	3,648	4.5	3,488	43.8	18.2	29.4	26.7	21.1	30.6	4.3	9.9	2.4	14.6
Wood		17.4	.0103	5.1	4.7	19,172	.0067	1,102	3,759	5.5	3,506	45.0	18.6	25.1	23.3	22.5	32.3	4.9	11.0	2.5	14.8
Yoakum		4.1	.0025	1.1		6,302	.0023	1,537	5,729	1.1	5,642	12.7	3.3	18.5	10.7	50.8	45.2	12.2	17.1	5.8	23.7

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

EFFECTIVE BUYING INCOME NOW $409,420,000.00
in the TEXAS "VALLEY CITY" MARKET
(Lower Rio Grande Valley)

455 NATIONAL ADVERTISERS IN 1956

Proved once again that advertising fads may come and advertising fads may go, but in all the world there is no substitute—but no substitute, for the results obtained through newspaper advertising and merchandising in the . . .

RIO GRANDE VALLEY GROUP NEWSPAPERS

THE VALLEY EVENING MONITOR, McAllen • THE VALLEY MORNING STAR, Harlingen • THE BROWNSVILLE HERALD, Brownsville

National Advertising Office, Harlingen, Texas

Represented Nationally by The Texas Daily Press League

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&ove % Units	% Inc.
Young		14.7	.0087	4.6	14.6	23,133	.0081	1,574	5,029	4.9	4,716	27.6	8.4	28.9	20.2	30.1	32.0	8.1	13.5	5.3	25.9
Graham		10.8	.0064	3.6		17,631	.0062	1,633	4,898	3.6	4,836	26.4	7.9	27.9	18.8	31.6	32.9	8.5	14.0	5.6	26.4
Zapata		4.9	.0029	1.6		3,537	.0013	722	3,537	1.3	2,783	63.1	32.6	20.6	24.1	12.8	23.2	1.3	3.6	2.2	16.3
Zavala		12.8	.0076	2.7	8.3	10,202	.0036	797	3,779	3.3	3,125	54.6	25.2	23.9	25.1	16.1	25.9	2.9	7.3	2.5	16.5
Total Above Cities		5,579.3	3.3049	1,675.6		9,523,992	3.3558	1,707	5,684	1,934.8	4,923	28.3	8.3	25.8	17.1	30.6	31.3	9.3	14.9	6.0	28.4
State Total		9,185.3	5.4414	2,594.7	6,484.4	13,994,544	4.9313	1,524	5,394	3,022.8	4,630	31.8	9.9	26.1	18.5	28.5	30.9	8.3	14.1	5.3	26.6

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Abilene	169	81.8	.0483	23.8	65.2	137,442	.0485	1,684	5,775
Amarillo	6	139.8	.0827	43.6	129.7	283,119	.0998	2,025	6,494
Austin	11	193.8	.1148	51.4	186.5	300,915	.1060	1,553	5,854
Beaumont-Port Arthur	15	229.5	.1359	67.2	208.5	388,318	.1404	1,736	5,927
△Brownsville-Harlingen-McAllen	187	372.2	.2205	88.2	227.4	372,211	.1311	1,000	4,220
Corpus Christi	34	249.7	.1479	66.6	202.5	390,215	.1375	1,563	5,859
Dallas	35	823.9	.4881	252.8	814.7	1,639,673	.5778	1,990	6,486
El Paso	45	292.8	.1734	70.9	269.3	458,799	.1610	1,560	6,443
Fort Worth	52	535.0	.3170	162.9	455.0	941,081	.3316	1,759	5,777
Galveston	58	123.3	.0730	36.5	119.9	208,693	.0735	1,693	5,718
Houston	64	1,134.1	.6719	339.1	998.3	2,138,153	.7534	1,885	6,305
Laredo	77	66.5	.0394	14.9	63.5	58,586	.0206	881	3,932
Lubbock	85	162.3	.0961	45.6	138.2	303,612	.1070	1,871	6,658
△Midland	231	46.5	.0276	14.1	44.5	111,537	.0393	2,399	7,910
△Odessa	238	77.3	.0458	22.7	70.3	152,365	.0537	1,971	6,712
San Angelo	126	74.6	.0442	21.6	60.7	124,586	.0439	1,670	5,768
San Antonio	127	594.2	.3520	156.5	547.5	819,807	.2889	1,380	5,238
△Temple	255	99.7	.0590	25.2	64.3	149,712	.0527	1,502	5,941
△Texarkana	256	106.0	.0628	31.0	53.6	116,482	.0410	1,099	3,757
△Tyler	257	83.2	.0493	24.1	57.1	112,625	.0397	1,354	4,673
Waco	156	141.9	.0841	41.5	106.3	200,311	.0706	1,412	4,827
Wichita Falls	162	127.6	.0756	34.0	121.6	223,545	.0788	1,752	6,575
Total Above Areas		5,755.5	3.4094	1,634.2	5,004.6	9,639,749	3.3968	1,675	5,899

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Before using these figures, read foreword, page 11.

DON'T be FOOLED —There Are **over 45,000 Television Sets** *in This Market . . .*

Population	274,100
Families	78,300
Income	$437,800,000
Sales	$311,666,000
Sales per Family	$3,980

Affiliations
CBS (Interconnected) • NBC (Cable Available)
Film: NBC and ABC

KTXL TV
CHANNEL 8



SAN ANGELO, TEXAS
J. H. HUBBARD, GENERAL MANAGER

TEXAS COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956 — Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Anderson		23,894	.0124	2,879	.0129	76	73	6,363	845	1,569	1,485	1,486	5,058	2,030	2,259	806
Palestine		20,835	.0108		.0098	92	101	5,194	783	1,279	1,465	1,486	4,000	1,813	2,118	905
Andrews		9,963	.0052	3,321	.0062	100	84	2,623	590	167	479	595	2,315	1,219	997	278
Angelina		33,038	.0172	2,898	.0178	77	74	8,986	1,121	2,487	2,569	1,892	7,131	3,215	1,684	1,134
Lufkin		28,364	.0147		.0113	100	130	6,807	872	1,716	2,531	1,643	6,989	2,622	1,301	1,075
Aransas		5,968	.0031	4,973	.0024	96	124	2,134	594	206	173	91	379	650	941	227
Archer		6,786	.0035	3,770	.0033	87	92	1,483	361	177	...	...	2,432	740	479	148
Armstrong		1,508	.0008	3,016	.0010	91	73	306	72	80	38	67	...	320	502	58
Atascosa		13,815	.0071	2,939	.0079	68	61	2,518	850	1,967	246	322	3,863	1,297	1,468	358
Austin		14,288	.0075	3,572	.0068	87	96	3,682	1,021	1,672	185	200	2,404	1,307	1,419	389
Bailey		12,755	.0066	5,796	.0053	108	135	2,744	242	1,350	345	572	2,528	424	2,521	349
Bandera		2,584	.0013	2,153	.0016	67	54	863	242	142	97	43	131	344	353	126
Bastrop		11,532	.0061	2,318	.0069	66	59	3,564	550	647	428	384	2,790	1,050	772	405
Baylor		3,182	.0047	4,833	.0036	95	124	2,077	483	372	314	586	1,918	1,068	1,396	214
Bee		18,021	.0094	3,107	.0102	76	70	4,439	1,357	1,192	819	782	3,273	1,580	2,059	687
Beeville		16,489	.0086		.0076	90	102	3,715	1,167	1,100	819	782	3,273	1,233	2,059	831
Bell	255	82,696	.0430	3,282	.0510	86	73	17,920	5,288	10,559	4,970	4,125	19,379	6,896	6,010	3,374
△Temple		44,182	.0230		.0198	99	114	8,771	2,939	6,848	2,912	2,116	10,737	2,747	2,660	1,923
Killeen		23,566	.0122		.0117	82	85	5,669	1,217	2,580	1,741	1,746	3,984	2,413	2,267	949
Bexar	127	612,352	.3180	3,913	.3103	88	90	135,489	42,837	95,126	50,049	25,376	113,006	41,626	33,161	16,162
▲San Antonio		586,279	.3046		.2813	89	96	124,691	39,985	93,930	49,282	24,752	111,773	38,336	31,017	16,895
Blanco		4,731	.0025	3,943	.0019	83	109	1,251	278	312	...	118	467	586	551	137
Borden		280	.0002	1,400	.0004	67	33	80	...	...	...	...	...	122	78	...
Bosque		10,742	.0055	3,581	.0047	82	96	2,193	320	989	192	77	2,143	573	2,065	647
Bowie	256	52,006	.0270	2,549	.0298	73	66	11,931	2,350	7,113	2,477	2,716	10,342	5,456	3,472	2,284
△Texarkana (Tex.)-Texarkana (Ark.)		64,007	.0339		.0275	91	110	11,746	3,788	10,048	4,586	3,348	10,220	6,893	3,983	3,336
1△Texarkana		35,625	.0185		.0163	88	100	7,206	1,620	5,976	1,865	2,074	5,755	3,917	2,925	1,661
Brazoria		70,305	.0366	4,064	.0353	93	96	20,887	4,072	4,872	2,056	3,154	14,877	6,670	7,482	2,325
Freeport		16,076	.0084		.0070	125	150	4,952	643	1,520	859	850	4,673	614	586	790
Brazos		42,098	.0218	3,388	.0233	85	79	12,372	2,314	3,376	2,712	2,519	6,805	2,907	4,371	1,359
Bryan		38,712	.0201		.0163	95	117	11,600	1,919	3,237	2,622	2,455	6,805	2,276	4,009	789
Brewster		5,890	.0031	3,103	.0037	82	69	1,343	488	409	278	98	1,560	621	310	288
Briscoe		2,445	.0013	2,717	.0021	100	82	834	51	160	63	32	382	291	390	176

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Texarkana is in Bowie (Tex.) and Miller (Ark.) Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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Sales Management's

1957 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . . in 6 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by County shadings . . .
   Red—for counties with $100 million or more.
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4. 1750 cities with retail sales of $20 million or more.
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the billion dollar San Antonio Market.



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TEXAS

RETAIL SALES — SM ESTIMATES, 1956

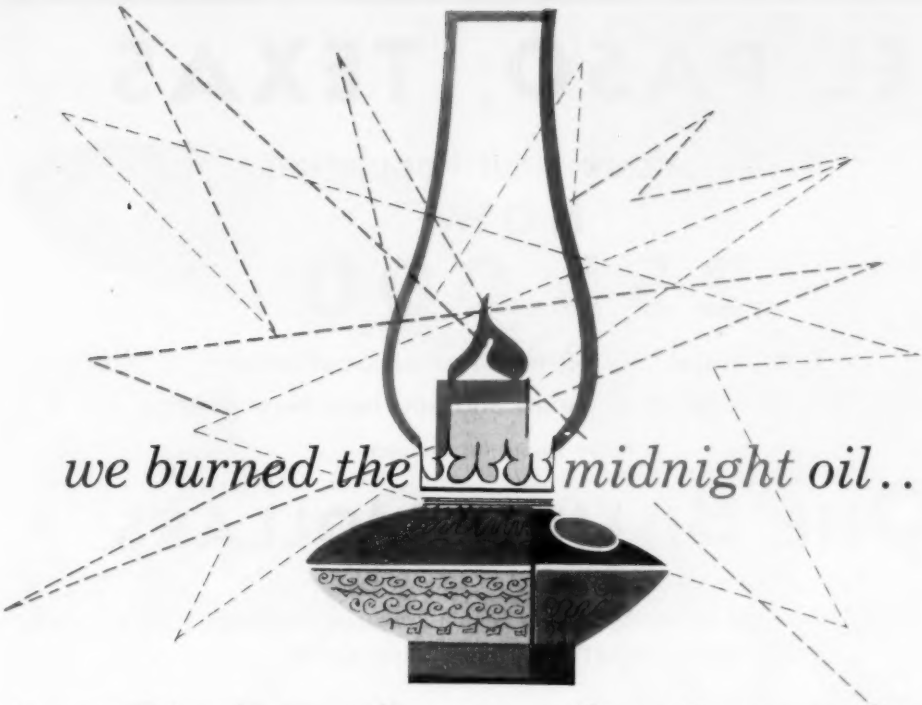
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Brooks		6,573	.0034	2,267	.0046	70	52	1,676	387	390	78	188	1,148	1,005	1,123	274
Brown		27,582	.0143	3,134	.0141	84	86	7,428	890	3,103	1,618	1,061	5,404	1,835	2,001	1,510
Brownwood		24,380	.0127		.0118	90	97	6,874	854	3,026	1,591	1,012	4,747	1,373	1,075	1,336
Burleson		7,735	.0040	2,578	.0042	67	53	2,180	488	588	353	255	556	542	986	277
Burnet		7,308	.0038	2,610	.0042	75	58	1,348	329	538	73	158	2,136	893	859	254
Caldwell		19,837	.0103	4,221	.0084	82	101	3,788	948	1,222	683	519	6,400	3,133	1,373	535
Calhoun		11,608	.0061	3,745	.0059	91	94	3,112	1,336	331	665	444	1,748	1,151	1,841	431
Callahan		6,897	.0035	2,999	.0036	77	74	2,078	354	357	168	104	1,410	983	587	234
Cameron	187	114,956	.0598	2,750	.0711	70	59	29,079	7,200	15,898	9,365	4,538	19,464	7,290	9,646	2,896
△*Brownsville-Harlingen-McAllen*		*150,692*	*.0678*		*.0587*	*86*	*102*	*37,490*	*7,115*	*21,197*	*12,709*	*6,725*	*37,169*	*6,551*	*9,510*	*3,678*
△Harlingen		47,988	.0249		.0198	94	118	10,049	2,829	7,331	3,401	1,858	11,040	3,021	3,885	1,136
△Brownsville		41,229	.0214		.0202	77	81	10,254	2,560	6,964	5,300	1,835	5,908	1,904	3,076	1,055
San Benito		12,436	.0065		.0070	73	68	3,903	645	937	382	676	1,898	1,086	1,518	361
Camp		7,172	.0037	2,988	.0033	72	80	1,684	206	483	367	274	2,564	774	325	128
Carson		6,263	.0032	3,479	.0038	100	84	1,055	354	82	70	121	2,019	583	938	371
Cass		17,988	.0094	2,949	.0090	67	70	4,985	396	2,572	759	416	4,334	1,485	1,400	563
Castro		8,084	.0042	5,389	.0043	126	124	2,021	85	469	180	62	1,048	1,072	2,135	147
Chambers		6,342	.0033	2,883	.0039	85	72	1,796	373	224	75	176	1,482	745	638	270
Cherokee		28,013	.0145	2,918	.0148	69	68	7,457	914	2,432	890	1,383	7,161	1,797	1,441	1,123
Jacksonville		17,309	.0090		.0065	108	150	4,472	465	1,332	524	1,066	3,901	1,188	1,081	789
Childress		9,529	.0050	2,978	.0056	88	78	2,053	457	1,046	369	285	2,495	1,288	864	353
Childress		9,430	.0049		.0044	102	114	2,053	457	1,046	369	285	2,495	1,211	639	353
Clay		8,256	.0043	3,444	.0040	85	91	1,793	235	257	88	232	2,618	1,106	756	232
Cochran		7,325	.0038	4,069	.0044	98	84	1,965	215	616	292	143	1,483	526	1,263	233
Coke		4,821	.0025	4,018	.0024	100	104	981	81	167	...	74	1,595	428	834	364
Coleman		12,213	.0063	3,301	.0058	82	89	3,054	374	637	649	901	2,785	1,045	1,367	537
Collin		34,919	.0182	2,645	.0191	74	70	9,810	1,045	2,759	1,265	2,220	7,078	3,090	3,815	1,112
McKinney		18,883	.0098		.0077	95	121	5,197	607	1,865	867	1,502	4,559	1,430	1,150	625
Collingsworth		8,467	.0044	3,849	.0042	88	92	2,261	123	396	237	1,290	1,485	301	764	236
Colorado		21,699	.0112	4,340	.0093	93	112	3,647	1,295	1,686	595	658	4,727	1,885	5,548	387
Comal		21,737	.0113	3,623	.0106	84	90	4,094	1,465	2,633	377	618	6,494	1,294	2,121	468
New Braunfels		20,731	.0108		.0092	91	107	3,603	1,246	2,528	377	618	6,494	1,294	2,031	468
Comanche		10,553	.0055	2,777	.0057	76	73	1,911	431	1,146	244	194	2,894	913	1,301	471
Concho		4,263	.0022	3,045	.0023	88	85	469	585	203	54	51	993	520	378	54
Cooke		29,632	.0154	4,004	.0131	87	103	5,751	753	2,269	1,264	1,429	6,538	2,937	5,009	875
Gainesville		25,562	.0133		.0094	112	158	4,937	651	1,971	1,238	1,429	5,497	2,330	4,298	849
Coryell		14,873	.0077	3,459	.0068	81	92	3,533	445	774	453	686	4,029	1,322	2,269	507
Cottle		4,465	.0024	3,189	.0030	100	80	1,211	154	369	175	250	904	179	464	185
Crane		6,218	.0032	4,145	.0034	106	100	1,224	338	165	318	133	2,182	661	842	241
Crockett		4,208	.0022	3,507	.0026	93	79	799	224	257	42	87	1,339	351	482	159
Crosby		12,379	.0064	4,952	.0055	102	119	2,509	257	575	261	337	4,472	935	1,858	191
Culberson		3,992	.0021	7,984	.0013	130	210	549	547	372	59	48	787	1,071	226	119
Dallam		9,074	.0047	3,781	.0049	107	102	1,927	548	580	358	199	2,643	936	738	382
Dallas	38	1,243,122	.6458	4,917	.5802	119	132	235,569	73,174	238,789	81,296	48,100	284,160	71,963	72,009	39,505

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



we burned the midnight oil...

*to save timebuyers from compiling the amazing facts about the rich North Texas television market**

(*based on preliminary estimates, Sales Management "Survey of Buying Power," May 10, 1957)

WFAA-TV, Dallas, believes in staying with accepted market areas and statistics in order to present an unbiased picture of its potential to advertisers. "Television" Magazine has assigned 42 counties to the North Texas television market. These, and only these, have been used in our compilations. An area substantiated by mail pull and nationwide NSI findings as WFAA-TV's NSI area. The figures are those of "Sales Management."

THESE FINDINGS REVEAL:

POPULATION	2,400,300
NUMBER OF FAMILIES	728,400
EFFECTIVE BUYING INCOME	$3,852,123,000
RETAIL SALES	$2,919,268,000
FOOD	$ 614,385,000
GENERAL MERCHANDISE	$460,457,000
APPAREL	$159,699,000
FURNITURE, HOUSEHOLD, ETC.	$120,485,000
AUTOMOTIVE	$670,332,000
GASOLINE	$195,793,000
DRUGS	$100,862,000

WFAA-TV *NBC-ABC, DALLAS*

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Corporate Limit Population

NOW

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25 Counties of West Texas and Southern New Mexico

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*Sales Management Estimate—1957 Survey of Buying Power

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RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
2▲Dallas		1,079 457	.5607		.4621	125	152	196,525	64,897	223,030	70,246	37,811	253,246	53,918	57,380	32,348
University Park		29,943	.0156		.0249	159	99	5,729	1,052	6,535	3,589	4,817	696	2,961	1,585	2,161
Highland Park		15,600	.0081		.0152	188	100	3,777	1,038	1,119	3,966	401	989	784	342	193
Grand Prairie		35,237	.0183		.0186	95	94	8,624	2,200	3,422	1,531	2,014	10,578	3,099	1,859	1,043
Garland		28,751	.0149		.0154	96	93	6,981	918	1,686	811	1,415	10,778	2,862	1,363	1,279
Irving		19,118	.0099		.0194	89	46	5,761	474	924	860	1,008	2,887	1,499	3,755	1,091
Dawson		**23,422**	**.0121**	**3,904**	**.0132**	**99**	**90**	**4,992**	**980**	**1,995**	**571**	**731**	**6,871**	**2,360**	**2,519**	**614**
Lamesa		21,673	.0113		.0090	117	147	4,542	940	1,973	571	686	6,871	1,828	2,453	614
Deaf Smith		**19,149**	**.0100**	**5,803**	**.0080**	**118**	**147**	**3,191**	**509**	**1,446**	**939**	**586**	**4,610**	**1,539**	**3,557**	**334**
Hereford		17,739	.0092		.0059	148	230	3,191	472	1,446	810	586	4,610	1,243	3,557	334
Delta		**4,567**	**.0023**	**2,404**	**.0027**	**69**	**59**	**1,311**	**98**	**378**	**150**	...	**1,193**	**220**	**549**	**92**
Denton		**44,842**	**.0233**	**3,616**	**.0237**	**89**	**88**	**9,928**	**1,611**	**5,079**	**1,881**	**1,714**	**11,150**	**3,263**	**4,127**	**1,668**
Denton		31,749	.0165		.0156	104	110	6,845	1,323	4,368	1,772	1,407	7,372	2,015	2,325	1,420
De Witt		**24,644**	**.0128**	**3,975**	**.0105**	**83**	**102**	**4,889**	**1,445**	**2,228**	**983**	**603**	**5,465**	**1,854**	**2,827**	**750**
Dickens		**5,863**	**.0031**	**3,449**	**.0036**	**97**	**84**	**1,201**	**153**	**196**	**409**	**247**	**1,808**	**642**	**662**	**110**
Dimmit		**4,822**	**.0025**	**2,009**	**.0036**	**51**	**36**	**886**	**78**	**83**	**159**	**242**	**2,126**	**372**	**421**	**164**
Donley		**5,319**	**.0028**	**3,546**	**.0029**	**91**	**88**	**1,254**	**213**	**202**	**247**	**109**	**1,286**	**583**	**676**	**185**
Duval		**7,081**	**.0038**	**2,213**	**.0052**	**63**	**44**	**2,260**	**501**	**382**	**320**	**376**	**1,168**	**1,061**	**439**	**418**
Eastland		**23,204**	**.0121**	**3,463**	**.0108**	**89**	**100**	**5,442**	**1,110**	**1,746**	**814**	**846**	**6,553**	**2,544**	**1,871**	**827**
Ector	238	**104,954**	**.0545**	**4,624**	**.0524**	**114**	**119**	**23,003**	**4,674**	**10,269**	**7,543**	**6,588**	**22,214**	**8,251**	**7,215**	**2,789**
△Odessa		99,451	.0517		.0498	120	124	22,309	4,381	10,176	7,543	6,588	22,214	7,607	7,129	2,738
Edwards		**1,566**	**.0008**	**1,958**	**.0012**	**60**	**40**	**501**	**100**	**34**	**59**	...	...	**255**	**207**	**173**
Ellis		**36,896**	**.0192**	**2,952**	**.0200**	**78**	**75**	**10,374**	**1,252**	**2,788**	**894**	**1,498**	**8,013**	**3,792**	**4,226**	**1,224**
Waxahachie		17,458	.0091		.0076	97	117	4,738	581	1,389	283	987	3,768	1,437	2,001	563
El Paso	45	**284,996**	**.1480**	**4,020**	**.1598**	**92**	**85**	**62,815**	**18,033**	**48,795**	**21,355**	**15,408**	**52,508**	**17,199**	**17,325**	**9,001**
▲El Paso		261,228	.1357		.1383	92	90	54,319	15,987	47,877	20,870	17,607	49,771	15,113	13,814	8,170
Erath		**18,791**	**.0098**	**3,758**	**.0080**	**85**	**104**	**3,552**	**487**	**1,207**	**700**	**719**	**3,119**	**1,252**	**2,611**	**541**
Stephenville		13,296	.0069		.0049	102	144	2,371	389	958	533	648	2,447	915	1,439	334
Falls		**19,301**	**.0100**	**2,881**	**.0098**	**71**	**72**	**4,561**	**868**	**905**	**1,047**	**1,101**	**3,246**	**1,152**	**1,908**	**617**
Marlin		12,620	.0066		.0047	96	135	2,724	690	640	866	916	2,258	750	1,105	503
Fannin		**18,287**	**.0095**	**2,406**	**.0099**	**67**	**65**	**5,686**	**629**	**1,605**	**895**	**599**	**3,503**	**1,635**	**2,123**	**653**
Fayette		**19,290**	**.0100**	**3,269**	**.0090**	**76**	**84**	**4,657**	**1,499**	**2,021**	**665**	**622**	**2,959**	**1,707**	**2,328**	**434**

2 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in editorial introduction, starting on Page 11, under heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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the rancher from Menard
and the Indian from Broken Bow . . .

Their homes are some 400 miles apart – yet both reside in WFAA RADIOLAND! With "Big D" in the very middle, and WFAA's powerful 50KW clear channel* signal booming into more than 200 counties, your message reaches more attentive ears than with any other radio station in the great Southwest!

And, be it rancher, Indian, business executive, or just "Mrs. Housewife", they combine to make WFAA RADIOLAND one of the richest, biggest-spending markets an advertiser could hope for!

To reach *more* of them, let your PETRYMAN provide the proof of the pudding!

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC · ABC · TQN

**shares time with WBAP*

Radio Services of The Dallas Morning News, Edward Petry & Co. National Representatives

In the great East Texas Industrial Area, the LONGVIEW–GREGG COUNTY Market is...

1st ...in per capita income!
...in per family income!
...in retail sales!
...in wholesale sales!
...in heavy industry!

This great market is served by ...

Longview Morning Journal
The Longview Daily News
The Longview Sunday News-Journal

CARL L. ESTES, Publisher

Represented Nationally by
TEXAS DAILY PRESS LEAGUE, INC.

TEXAS

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Fisher		6,225	.0033	2,490	.0042	75	59	1,828	250	241	400	115	1,648	721	545	308
Floyd		14,460	.0075	4,820	.0063	107	127	3,659	296	532	749	548	3,140	948	2,936	462
Foard		2,422	.0012	2,202	.0019	79	50	522	85	150	50	123	769	145	375	121
Fort Bend		38,891	.0202	5,328	.0153	88	117	8,559	2,066	2,399	1,193	1,107	11,250	3,138	5,905	497
Rosenberg		2,268	.0118		.0064	136	251	3,819	764	1,221	919	554	8,918	1,644	2,162	439
Franklin		3,456	.0018	2,469	.0019	68	64	451	126	346	85	220	1,464	421	36	65
Freestone		10,280	.0054	2,778	.0052	69	72	2,956	375	652	386	245	2,140	990	982	385
Frio		6,128	.0032	2,270	.0042	62	47	1,277	465	279	184	87	1,595	712	928	221
Gaines		17,035	.0088	7,098	.0062	117	166	3,533	578	787	569	796	4,985	2,405	1,846	447
Galveston	55	138,096	.0717	3,753	.0729	100	98	33,940	14,665	13,203	11,093	7,641	17,238	10,924	10,181	5,740
▲Galveston		91,200	.0474		.0459	106	110	19,350	10,678	9,238	9,082	6,242	10,732	6,368	5,726	3,800
Texas City		25,583	.0133		.0165	93	75	8,568	1,467	1,785	1,693	940	3,865	2,026	2,522	1,002
Garza		6,349	.0033	3,527	.0037	88	79	1,426	385	261	274	415	1,591	561	933	185
Gillespie		13,755	.0072	4,437	.0055	92	120	1,630	689	1,491	479	849	2,273	1,106	1,630	290
Glasscock		159	.0001	795	.0004	80	20	41	...	10	...	...	...	73	...	19
Goliad		3,701	.0019	2,847	.0022	71	61	1,316	247	101	238	108	387	579	420	106
Gonzales		25,156	.0131	4,838	.0095	81	111	5,788	722	1,187	666	196	3,064	1,011	1,455	421
Gonzales		17,381	.0090		.0046	124	243	4,410	517	541	567	137	1,918	641	1,123	177
Gray		36,918	.0191	4,858	.0167	114	131	8,184	1,714	3,327	1,817	1,565	9,955	3,463	2,271	1,584
Pampa		33,465	.0174		.0153	117	133	7,290	1,581	3,231	1,720	1,473	9,303	2,820	1,671	1,452
Grayson		77,088	.0401	3,366	.0378	87	92	17,831	2,581	6,891	4,937	4,349	21,418	6,438	5,502	2,060
Sherman		35,135	.0183		.0161	97	110	7,349	1,135	3,356	2,756	2,417	10,934	1,683	2,483	870
Denison		27,651	.0144		.0117	98	120	6,902	899	2,570	1,979	1,603	7,957	2,584	1,346	783
Gregg		98,372	.0511	4,431	.0447	103	117	17,910	5,148	9,555	6,417	4,633	26,329	6,667	6,381	2,713
Longview		51,226	.0266		.0230	105	121	10,099	2,398	7,502	4,017	2,623	10,697	3,505	3,766	1,410
3Kilgore		26,398	.0137		.0090	143	217	4,188	1,098	1,178	1,744	1,037	9,182	1,563	1,415	759
4Gladewater		14,323	.0074		.0049	136	206	2,487	614	572	571	731	6,205	897	739	519
Grimes		11,817	.0061	3,283	.0052	73	86	3,216	332	1,386	144	456	2,539	1,081	1,508	392
Guadalupe		25,017	.0130	3,524	.0118	77	85	5,517	1,446	1,825	809	1,552	4,403	3,567	3,090	595
Seguin		19,853	.0103		.0076	94	127	3,583	893	1,183	772	1,552	4,403	2,981	2,359	564
Hale		50,458	.0262	5,149	.0229	112	128	9,622	1,232	5,100	2,447	2,439	11,444	3,702	6,790	1,461
Plainview		38,224	.0199		.0152	131	172	6,317	917	4,269	1,995	2,218	10,538	1,668	5,212	1,106
Hall		6,549	.0034	2,339	.0048	79	56	2,024	261	493	314	265	1,307	638	765	328
Hamilton		7,979	.0042	2,751	.0041	75	76	1,268	228	591	250	159	1,557	1,305	1,145	246
Hansford		5,897	.0030	4,914	.0033	118	107	1,107	293	260	86	336	1,401	398	930	236
Hardeman		8,197	.0043	2,732	.0049	86	75	2,127	388	834	549	352	1,665	718	1,046	241
Hardin		17,335	.0090	3,041	.0091	75	74	3,784	1,064	1,131	589	696	3,785	2,639	1,214	750

3 Kilgore is in Gregg and Rusk Counties.
4 Gladewater is in Gregg and Upshur Counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

Careful reading of the explanatory introduction, starting on page 11, will help you make the most profitable use of the Survey of Buying Power data.

Check these census figures on the

Southwest!

DALLAS LEADS IN...

RETAIL TRADE

Rate of growth*

(1) Dallas	55%
(2) Houston	48%
(3) Tulsa	44%
(4) San Antonio	41%
(5) Ft. Worth	40%
(6) Okla. City	40%
(7) New Orleans	38%

Source: U. S. Census of Business, 1954 and 1948.

WHOLESALE TRADE

Dollar volume*

(1) Dallas	$2,991,777,000.
(2) Houston	2,722,261,000.
(3) New Orleans	1,750,689,000.
(4) Oklahoma City	928,120,000.
(5) Ft. Worth	721,995,000.
(6) Tulsa	658,833,000.
(7) San Antonio	610,016,000.

*Source: U. S. Census of Business, 1954.

MANUFACTURING GROWTH

Increase in manufacturing payrolls*

(1) Dallas	205%
(2) Tulsa	193%
(3) Ft. Worth	153%
(4) Houston	102%
(5) New Orleans	86%
(6) San Antonio	72%
(7) Oklahoma City	71%

*Source: U. S. Census of Manufactures, 1954 and 1947.

Hub of an integrated regional market...

. . . that can be most profitably served only from Dallas, because Dallas offers:

Superior transportation facilities • Greatest banking facilities in a 40-state area • More consumer population within any given radius than any competitive city • Dominant market and management center • More planned industrial districts than any other city in the United States • Efficient and honest local government.



20 MILLION PEOPLE $25-BILLION E. B. I.

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Dallas Chamber of Commerce

INDUSTRIAL DEPARTMENT 1101 COMMERCE STREET, DALLAS, TEXAS, TELEPHONE Riverside 7-8451

Pinpoint Profit in the BEAUMONT MARKET

8 TEXAS counties
5 LOUISIANA parishes
City & Retail Trading Zone

POPULATION
552,100*

BUYING INCOME
$25,843,000*

RETAIL SALES
571,453,000*

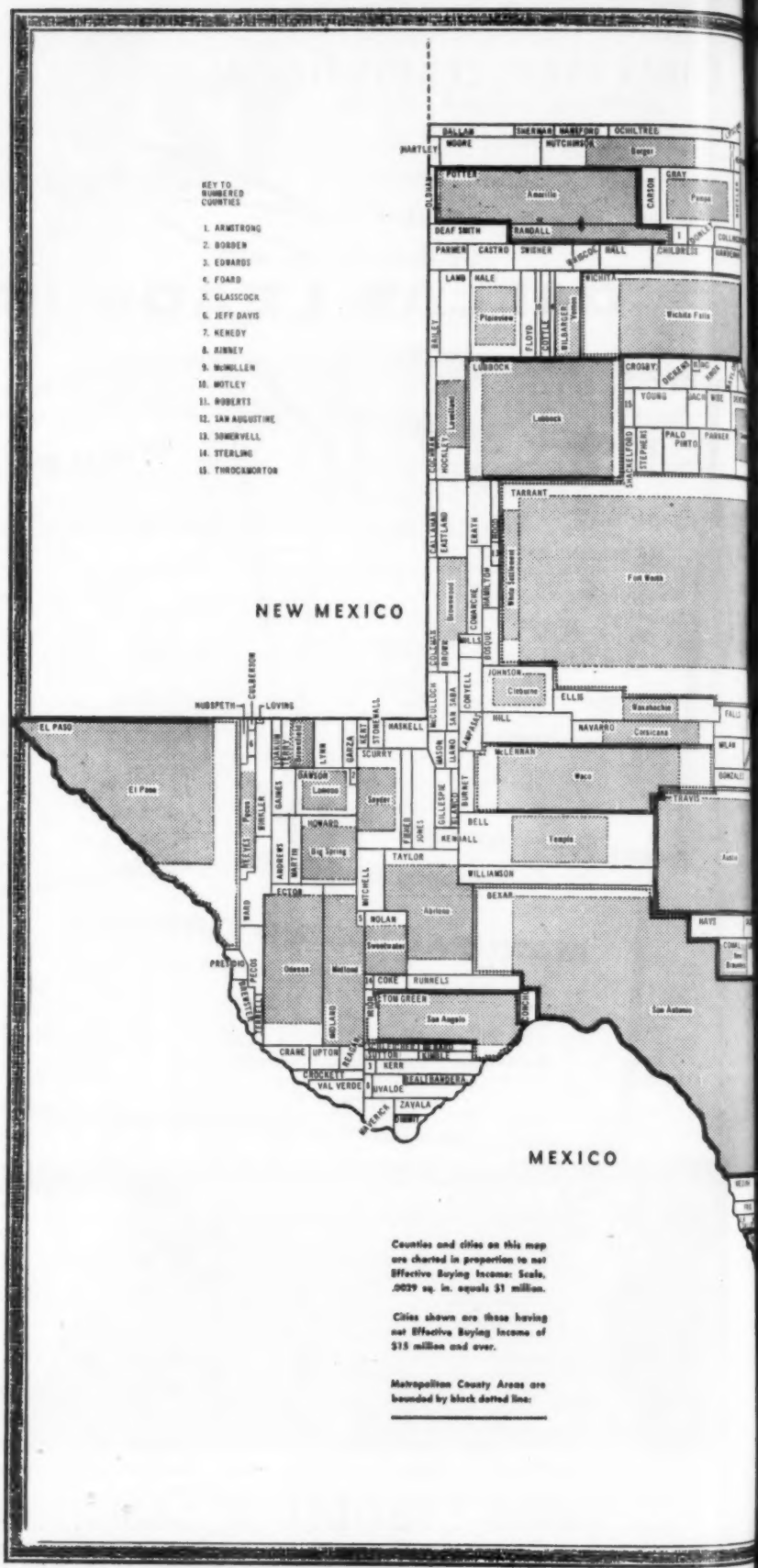
FOOD SALES
$4,909,000*

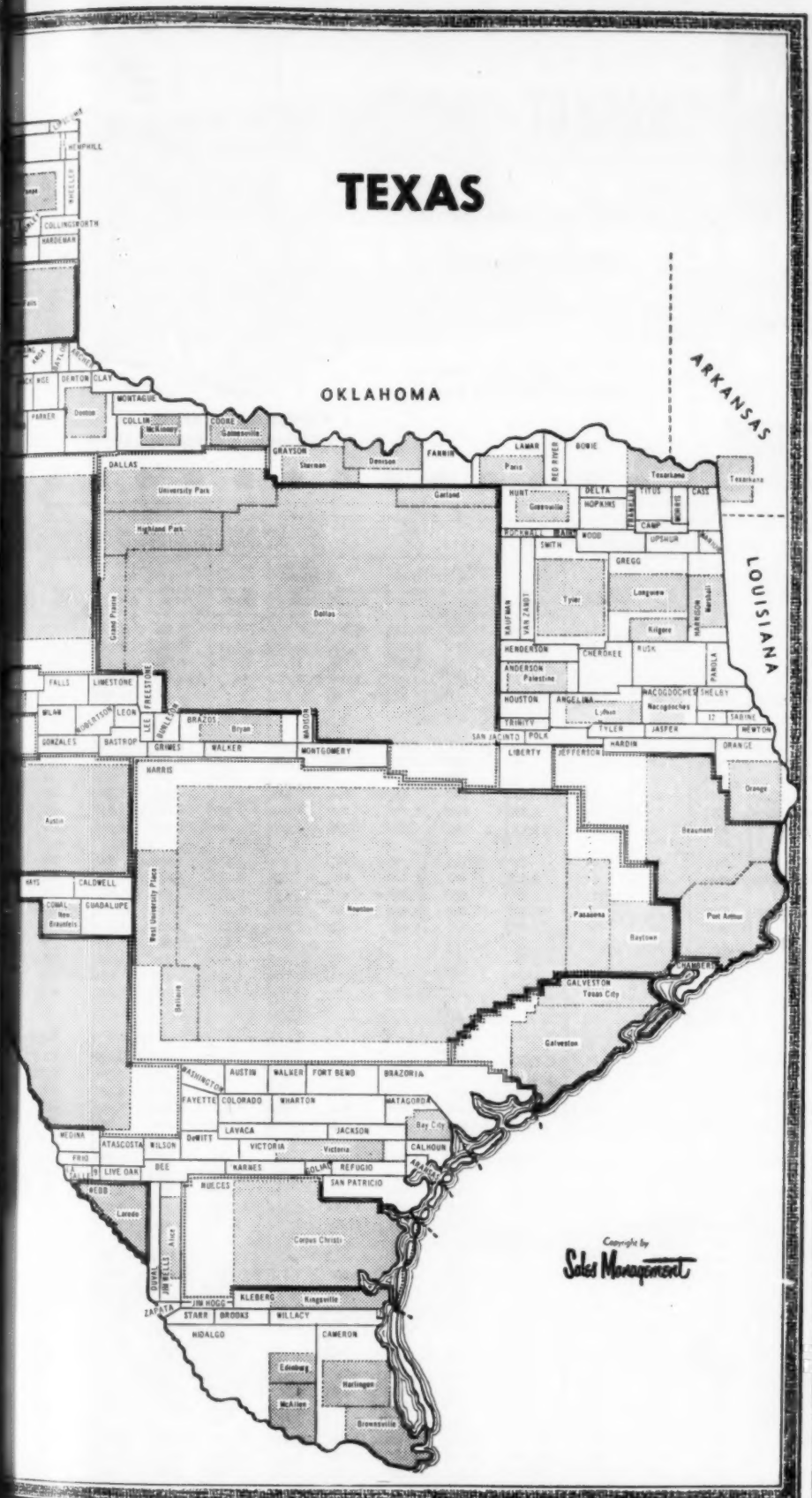
*sales management estimate 1957

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BEAUMONT, TEXAS

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KEY TO NUMBERED COUNTIES
1. ARMSTRONG
2. BORDEN
3. EDWARDS
4. FOARD
5. GLASSCOCK
6. JEFF DAVIS
7. KENEDY
8. KINNEY
9. McMULLEN
10. MOTLEY
11. ROBERTS
12. SAN AUGUSTINE
13. SOMERVELL
14. STERLING
15. THROCKMORTON
NEW MEXICO
MEXICO
EL PASO
HUDSPETH
CULBERSON
LOVING
REEVES
PECOS
TERRELL
BREWSTER
PRESIDIO
JEFF DAVIS
BROOKS
KENEDY
KINNEY
MAVERICK
ZAVALA
DIMMIT
LA SALLE
MCMULLEN
WEBB
STARR
HIDALGO
WILLACY
CAMERON
ZAPATA
JIM HOGG
JIM WELLS
NUECES
KLEBERG
KENEDY
BROOKS
DUVAL
BEE
LIVE OAK
MCMULLEN
GOLIAD
REFUGIO
ARANSAS
CALHOUN
VICTORIA
DEWITT
GONZALES
KARNES
WILSON
CALDWELL
HAYS
COMAL
GUADALUPE
BEXAR
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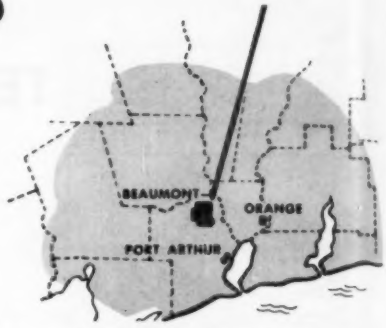
STUDIOS IN BEAUMONT

MARKET FACTS

- 5,000 WATTS
- 560 KC
- ABC

Dominates This Important Gold Coast Cities Market

- 224,560 Radio Homes
- 868,900 Population
- $876,679,000 Retail Sales
- $1,154,399,000 Net Effective Buying Income



- COVERAGE—largest in area (Nielsen #2 Spring 1956)

Represented by
PETERS-GRIFFIN-WOODWARD, INC.

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Harris	64	1,409,543	.7322	4,157	.7307	109	109	327,077	84,394	193,290	94,382	84,122	270,113	96,675	91,179	45,828
▲Houston		1,213,573	.6304		.5247	121	145	259,021	75,198	181,009	87,549	74,624	237,621	76,965	74,027	38,892
Baytown		50,349	.0262		.0227	116	134	15,880	1,868	5,537	2,749	2,813	10,671	2,807	2,435	1,703
Pasadena		56,523	.0294		.0290	101	102	16,836	1,618	3,626	2,680	4,090	13,719	5,135	4,966	1,604
Bellaire		9,459	.0049		.0136	92	33	4,205	154	517	44	278	...	1,199	1,055	949
West University Place		2,562	.0013		.0161	109	9	2,096	...	...	94	...	...	85	...	...
Harrison		36,245	.0188	2,685	.0207	70	63	8,860	1,007	4,893	2,130	1,974	7,455	3,831	2,748	931
Marshall		31,106	.0162		.0142	88	100	7,364	819	3,633	2,085	1,866	7,125	2,303	2,708	881
Hartley		1,239	.0007	2,478	.0011	110	70	37	65	...	...	...	50	141	319	39
Haskell		9,734	.0050	2,781	.0061	81	67	2,700	367	499	708	559	1,672	950	1,610	421
Hays		17,190	.0090	3,438	.0093	77	74	3,137	845	1,476	778	1,045	4,052	2,434	1,453	576
San Marcos		14,877	.0077		.0069	78	87	3,417	705	1,296	778	1,008	4,052	2,108	1,007	523
Hemphill		4,121	.0021	3,170	.0022	88	84	810	158	80	190	110	853	409	991	106
Henderson		15,882	.0098	3,433	.0084	75	88	4,477	400	1,268	483	726	4,933	1,533	2,095	642
Athens		13,692	.0071		.0040	125	222	2,850	319	1,008	443	624	3,364	950	1,534	379
Hidalgo	187	118,014	.0613	2,543	.0748	63	51	26,887	5,899	13,458	5,950	6,096	22,245	7,234	12,575	3,979
△McAllen		41,475	.0215		.0167	89	114	7,187	1,726	6,902	4,008	3,030	10,221	1,626	2,549	1,351
Edinburg		15,800	.0082		.0072	75	85	3,998	1,039	1,534	313	609	3,031	1,801	2,020	570
Weslaco		14,925	.0078		.0066	77	91	2,555	582	1,266	695	337	5,240	634	1,980	468
Mercedes		7,152	.0037		.0049	63	47	1,887	396	677	396	398	1,139	495	594	117
Mission		13,279	.0069		.0060	71	81	3,097	612	1,388	192	660	961	655	1,615	274
See Brownsville-Harlingen-McAllen																
Hill		22,593	.0118	2,722	.0128	79	74	5,518	1,011	1,477	900	1,225	5,032	2,546	3,349	681
Hillsboro		13,102	.0068		.0051	100	133	2,812	473	1,028	644	472	3,802	1,387	1,754	282
Hockley		22,895	.0119	3,013	.0155	92	71	5,558	589	1,720	773	775	6,097	2,042	3,649	508
Levelland		18,871	.0098		.0086	115	131	3,826	457	1,585	688	740	5,967	1,298	2,907	414
Hood		6,840	.0035	5,262	.0025	96	135	1,261	214	753	89	51	2,506	628	551	155
Hopkins		22,395	.0116	3,612	.0098	81	96	4,533	557	1,463	1,000	1,057	7,498	1,170	1,740	632
Sulphur Springs		20,040	.0104		.0066	110	173	4,075	478	988	1,000	1,057	7,471	969	1,703	595
Houston		16,690	.0087	3,149	.0078	70	78	4,462	380	950	877	636	3,231	913	2,206	470
Howard		53,433	.0278	5,872	.0224	115	143	11,017	2,969	4,890	2,580	1,805	13,428	5,528	3,303	1,510
Big Spring		48,496	.0252		.0190	125	166	10,141	2,528	4,840	2,580	1,721	13,352	5,053	2,853	1,458
Hudspeth		2,466	.0013	2,055	.0019	59	41	297	296	763	...	...	...	554	385	97
Hunt		41,017	.0213	3,255	.0199	81	97	9,188	1,309	4,159	2,060	2,853	11,361	2,526	3,859	1,409
Greenville		27,947	.0145		.0110	96	127	5,888	991	3,090	1,832	2,127	6,784	1,644	2,855	1,019
Hutchinson		37,392	.0194	3,666	.0219	104	92	9,087	1,830	2,380	2,473	3,022	9,248	3,149	1,617	1,743
Borger		34,220	.0178		.0161	118	131	8,403	1,503	2,371	2,415	2,970	9,248	2,141	1,378	1,661
Irion		539	.0003	1,348	.0006	60	30	168	43	58	29	...	...	160	41	40
Jack		6,745	.0035	3,373	.0034	92	95	1,452	438	418	196	216	1,534	1,350	668	214
Jackson		14,652	.0076	4,070	.0068	87	97	3,035	534	927	729	197	3,265	1,651	2,289	520
Jasper		17,402	.0090	3,283	.0086	70	73	2,928	380	2,627	732	831	5,006	1,451	531	647
Jeff Davis		560	.0003	1,120	.0009	69	23	243	53	55	...	...	49	112	28	20
Jefferson	15	277,748	.1443	4,133	.1407	104	108	67,594	15,172	35,448	20,431	15,140	52,156	19,555	19,388	9,362
▲Beaumont		159,928	.0831		.0732	109	124	35,804	8,030	22,332	12,758	8,466	33,080	10,516	10,713	5,132
▲Port Arthur		95,130	.0494		.0419	113	133	25,389	4,662	11,933	7,294	5,934	16,960	6,454	4,521	3,245

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.

BEST BUY IN GALVESTON-HOUSTON



COMPARE COST PER THOUSAND*

KGUL-TV	$1.23
Station B	$1.40
Station C	$1.59

*Based on one time rate for ID, weighted for each time classification. Average ratings projected to total television homes, Television Magazine, March, 1957.

KGUL-TV'S 47 COUNTY MARKET

POPULATION	2,272,900
FAMILIES	657,600
EFFECTIVE BUYING INCOME . . .	3,468,926,000
TV SET COUNT	523,220

CBS TELEVISION NETWORK

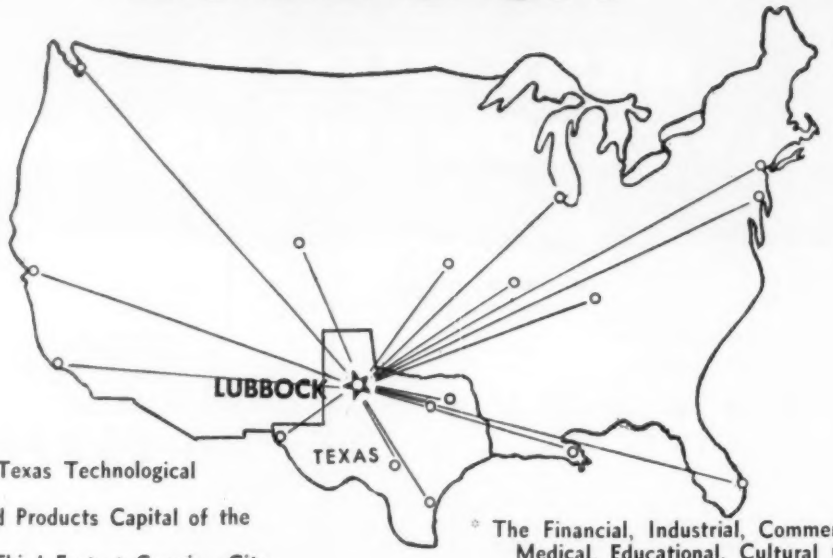
CHANNEL ELEVEN

kgul TV

The only station delivering primary city signal to both Galveston and Houston

GULF TELEVISION CORP. • GALVESTON, TEXAS

MAKE LUBBOCK TEXAS



- The home of Texas Technological College.
- The Cottonseed Products Capital of the World.
- The Nation's Third Fastest Growing City.
- The Financial, Industrial, Commercial, Medical, Educational, Cultural Center of an area as large as New York State.

YOUR PLANT LOCATION

For Complete Information Write: LUBBOCK CHAMBER OF COMMERCE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1958 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Jim Hogg		3,853	.0020	3,211	.0020	69	69	753	269	277	221	156	859	436	525	148
Jim Wells		27,939	.0145	3,492	.0155	79	74	6,123	1,683	2,530	868	1,609	7,142	2,506	2,978	516
Alice		22,782	.0118		.0108	86	94	4,892	1,274	2,229	782	1,344	6,292	1,812	2,630	395
Johnson		26,856	.0140	2,335	.0167	77	64	8,131	867	2,374	1,268	1,515	6,397	2,485	2,288	810
Cleburne		20,402	.0106		.0098	92	100	4,379	652	1,950	1,223	1,270	5,917	1,261	1,530	733
Jones		22,032	.0114	3,497	.0113	92	93	5,292	862	2,169	515	790	5,447	2,208	2,862	685
Karnes		13,106	.0068	3,361	.0070	74	72	3,205	850	1,404	249	586	2,403	1,019	1,438	414
Kaufman		30,315	.0158	4,153	.0125	77	98	8,486	747	2,138	830	1,186	8,905	3,089	4,308	695
Terrell		16,309	.0085		.0061	87	121	3,575	507	828	493	789	5,251	1,490	2,403	298
Kendall		5,531	.0028	3,457	.0028	88	88	1,006	350	484	68	110	1,428	640	558	233
Kenedy		75	.0001	750	.0002	67	33	...	28	47	...	...	...	...	...	...
Kent		1,039	.0005	2,078	.0008	89	56	312	41	...	53	43	150	123	168	85
Kerr		18,386	.0096	3,997	.0086	91	102	3,670	969	2,475	796	658	5,244	1,026	1,863	377
Kerrville		16,150	.0084		.0062	111	150	3,021	864	2,439	796	624	5,244	780	962	377
Kimble		4,339	.0022	3,616	.0021	81	85	758	236	398	177	67	632	783	601	66
King		349	.0002	1,745	.0004	80	40	...	128	...	...	...	...	221	...	...
Kinney		1,399	.0007	2,798	.0010	77	54	204	126	214	...	...	454	178	...	86
Kleberg		27,506	.0143	4,045	.0143	89	89	6,360	1,740	2,464	859	1,560	8,391	2,182	2,237	653
Kingsville		27,083	.0141		.0137	93	96	6,263	1,564	2,464	859	1,520	8,391	2,072	2,237	653
Knox		10,792	.0056	4,151	.0055	96	98	3,097	323	1,203	113	322	2,225	965	1,589	362
Lamar		33,824	.0176	2,602	.0181	71	69	7,610	993	3,848	2,720	1,401	6,840	2,430	3,636	1,499
Paris		30,606	.0159		.0128	90	111	6,668	924	3,626	2,720	1,347	6,268	1,793	3,248	1,365
Lamb		31,105	.0161	5,272	.0130	102	127	8,374	1,299	1,863	1,326	1,310	6,824	1,484	5,122	673
Littlefield		16,930	.0088		.0057	114	176	3,915	541	1,330	1,118	1,219	4,699	819	1,599	535
Lampasas		11,279	.0059	3,889	.0048	86	105	1,914	501	527	436	510	3,115	998	933	348
La Salle		3,823	.0020	2,012	.0029	62	43	717	202	653	47	112	903	337	172	294
Lavaca		17,881	.0093	3,251	.0083	73	82	6,209	866	1,494	430	367	3,357	1,384	1,665	392
Lee		6,973	.0036	2,905	.0035	66	68	1,175	388	613	212	257	1,470	837	848	176
Leon		6,799	.0035	2,518	.0036	64	63	1,821	394	806	92	135	570	1,341	431	250
Liberty		37,241	.0194	4,774	.0152	92	117	8,354	1,677	1,874	1,508	1,259	8,853	3,331	7,267	1,006
Liberty		17,236	.0090		.0050	167	300	2,722	806	772	1,130	451	4,441	991	4,715	434
Limestone		16,753	.0087	2,888	.0083	70	73	4,510	645	1,428	1,091	575	4,431	868	1,428	574

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Before using these figures, read foreword, page 11.

PARDNER STATIONS CORRAL RICH, SCATTERED POPULATION INTO ONE BIG PACKAGE



THE COMBINED AREA . . . covered by KDUB-TV, KPAR-TV and KBST-TV encompasses a population equal to many "major" metropolitan areas. Advertisers are quick to realize that such agricultural areas depend more on TV for entertainment than do big-city viewers. This microwave installation knits such an area into one big market.

KDUB-TV LUBBOCK, TEXAS | **KPAR-TV** ABILENE-SWEETWATER, TEXAS | **KEDY-TV** BIG SPRING, TEXAS

OWNED AND OPERATED BY TEXAS TELECASTING INCORPORATED W. D. "Dub" Rogers, President and Gen. Mgr. — E. A. "Buzz" Hassett, National Sales Manager

TEXAS

RETAIL SALES — SM ESTIMATES, 1956

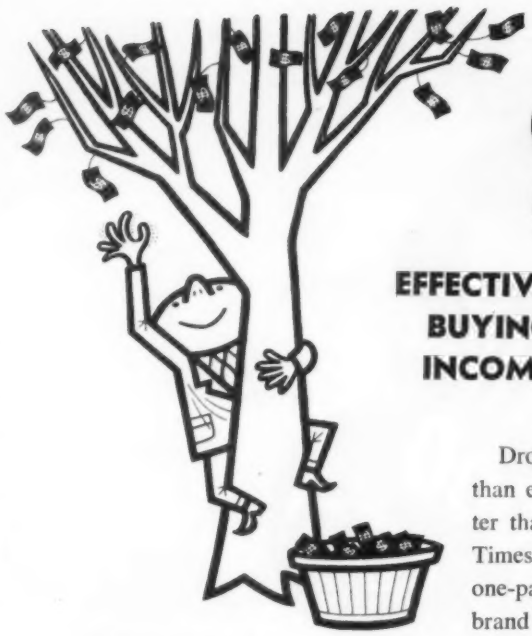
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lipscomb		3,840	.0020	3,491	.0022	100	91	615	95	160	64	...	1,102	417	643	147
Live Oak		5,941	.0031	2,971	.0033	70	66	1,885	532	183	75	181	1,257	859	507	325
Llano		6,330	.0032	3,724	.0029	97	107	1,009	500	1,332	142	101	1,314	541	400	212
Loving		48	.0001	480	.0001	100	100	...	28	...	...	...	...	...	...	...
Lubbock	85	186,159	.0967	4,082	.1017	106	101	33,701	6,845	27,018	10,252	9,345	44,301	12,270	23,410	5,088
▲Lubbock		172,912	.0898		.0891	113	114	29,430	6,408	25,969	10,184	8,914	42,590	11,088	21,043	4,664
Lynn		10,717	.0055	3,828	.0061	98	89	2,448	183	652	469	63	3,867	569	1,525	250
McCulloch		10,402	.0054	3,355	.0054	86	86	1,967	341	823	367	202	3,308	1,302	842	336
McLennan	158	160,836	.0836	3,876	.0772	92	99	36,263	10,492	23,162	7,206	8,269	33,453	11,050	12,279	6,418
▲Waco		141,627	.0736		.0621	101	119	30,901	8,696	21,650	6,704	7,787	30,084	9,046	10,573	5,612
McMullen		196	.0001	392	.0005	56	11	53	48	37	...	...	...	58	...	...
Madison		9,594	.0050	5,330	.0033	89	135	1,845	205	383	434	242	3,696	649	1,152	114
Marion		6,195	.0032	2,693	.0033	61	59	1,421	308	695	234	97	1,966	741	197	212
Martin		8,867	.0046	6,334	.0038	115	139	1,565	137	108	263	191	4,478	666	566	180
Mason		3,591	.0019	2,394	.0022	79	68	656	110	137	152	189	468	590	279	106
Matagorda		27,834	.0144	3,920	.0135	91	97	6,755	1,335	1,278	1,161	934	6,632	2,620	3,396	1,241
Bay City		21,572	.0112		.0088	113	144	5,022	958	974	1,011	909	5,550	1,777	2,439	1,011
Maverick		10,793	.0056	3,482	.0057	67	66	2,645	660	1,824	1,614	...	1,673	797	1,002	222
Medina		13,034	.0068	2,833	.0073	68	64	3,261	866	1,745	242	430	3,192	1,335	809	444
Menard		4,169	.0022	3,790	.0021	91	96	587	189	290	77	54	526	511	309	131
Midland	231	82,311	.0427	5,838	.0380	138	155	18,505	4,612	4,531	7,277	4,451	21,479	5,826	6,306	3,186
△Midland		80,930	.0420		.0372	141	159	18,247	4,466	4,465	7,277	4,451	21,322	5,826	5,963	3,186
Milam		21,627	.0113	3,862	.0086	77	101	6,186	1,147	1,474	633	598	4,230	2,029	3,038	508
Mills		5,804	.0030	3,869	.0026	87	100	2,555	193	129	140	116	358	312	585	137
Mitchell		11,499	.0060	2,605	.0074	86	70	3,165	459	1,017	400	780	2,772	1,043	1,051	390
Montague		20,316	.0105	4,417	.0082	94	121	4,192	827	954	857	589	5,059	1,925	2,653	727
Montgomery		21,566	.0112	3,037	.0108	76	78	5,412	1,356	2,431	802	979	6,064	2,180	709	616
Conroe		15,857	.0082		.0057	110	158	4,230	886	1,489	802	979	3,991	1,429	709	565
Moore		15,903	.0083	2,209	.0139	88	53	3,874	1,049	697	481	535	3,234	2,013	2,127	271
Morris		9,109	.0047	3,644	.0038	72	89	2,593	206	559	332	559	2,108	1,142	965	416
Morley		2,556	.0013	2,556	.0018	90	65	723	57	88	70	255	364	337	479	109
Nacogdoches		24,609	.0128	3,038	.0128	73	73	6,579	630	1,343	1,520	1,148	3,976	2,214	1,344	906
Nacogdoches		20,903	.0109		.0082	95	127	5,022	531	1,016	1,491	1,043	3,872	2,101	1,147	862

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.



In spite of the drought—

CORPUS CHRISTI

Made a Big Crop of CASH!

EFFECTIVE BUYING INCOME

NUECES COUNTY (Corpus Christi Metropolitan Area)	11-COUNTY ABC RETAIL TRADE AREA
up 11.7% to $390,215,000	**up 10.6% to $596,048,000**

Drought-stricken? Not us! Our market has more green stuff than ever before just waiting to be spent. Opportunities are better than ever for smart advertisers who sell through the Caller-Times to get blanket coverage in one of the nation's biggest one-paper markets. Write for our new market data folder and brand use and media definition surveys.

CIRCULATION
ABC 9-30-56
93,109

Represented Nationally by
Texas Harte-Hanks Newspapers
National City Bldg., Dallas
Chicago Atlanta New York

The Corpus Christi Caller-Times
CORPUS CHRISTI, TEXAS

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Navarro		32,679	.0170	3,083	.0165	80	83	8,936	1,071	4,412	1,132	1,965	5,657	3,348	3,292	1,048
Corsicana		27,448	.0143		.0120	94	112	7,114	935	4,079	1,132	1,883	4,524	2,548	2,819	856
Newton		5,866	.0030	2,444	.0033	59	54	1,336	144	756	92	351	850	1,780	152	217
Nolan		23,245	.0121	3,874	.0118	100	103	5,542	800	2,352	1,363	1,054	6,299	2,312	1,470	807
Sweetwater		20,364	.0106		.0101	105	110	4,895	677	2,170	1,328	989	5,704	1,819	1,180	535
Nueces	34	253,228	.1316	3,802	.1379	93	89	58,089	17,118	33,060	12,838	11,072	50,272	19,046	24,759	7,826
▲Corpus Christi		222,528	.1156		.1028	104	117	47,963	14,770	31,773	11,916	10,615	46,287	15,617	20,149	7,066
Robstown		16,897	.0088		.0060	98	144	4,225	1,095	891	629	220	3,437	1,300	2,843	531
Ochiltree		16,280	.0084	7,400	.0077	167	183	1,916	242	497	467	353	2,724	1,422	1,580	232
Perryton		15,360	.0080		.0062	168	216	1,916	217	497	467	353	2,327	1,370	1,104	232
Oldham		2,194	.0012	5,485	.0012	120	120	27	170	254	...	...	112	706	372	51
Orange		45,193	.0234	2,739	.0288	82	66	12,906	2,586	2,444	2,322	3,623	8,465	5,904	2,066	1,102
Orange		37,439	.0194		.0177	99	109	10,279	1,760	1,655	2,322	3,174	8,347	4,812	1,151	801
Palo Pinto		23,302	.0121	3,884	.0099	92	112	5,319	2,503	1,325	993	1,249	6,347	1,903	1,260	754
Mineral Wells		18,609	.0097		.0075	101	131	4,504	1,637	1,023	955	1,173	5,445	1,138	980	588
Panola		12,273	.0064	2,854	.0071	71	64	3,078	411	1,137	835	512	3,342	1,409	603	391
Parker		20,797	.0108	2,701	.0117	81	74	3,566	743	1,030	1,081	731	6,985	1,673	1,849	478
Weatherford		18,712	.0097		.0076	103	131	3,109	567	756	1,042	661	6,985	1,414	1,415	407
Parmer		9,632	.0050	5,666	.0043	123	143	2,075	146	156	182	186	1,950	943	2,206	305
Pecos		10,990	.0057	3,925	.0059	91	88	2,212	943	618	610	199	2,215	1,570	1,702	445
Polk		11,412	.0060	3,063	.0080	73	73	3,359	425	1,335	165	255	2,976	1,166	588	365
Potter	6	175,917	.0913	4,755	.0823	118	131	26,988	9,452	20,845	16,063	9,136	43,818	13,373	11,401	6,072
5▲Amarillo		177,065	.0920		.0872	118	124	29,019	8,820	20,880	16,019	9,171	42,614	13,016	12,427	6,282
Presidio		5,454	.0029	3,636	.0026	74	83	1,308	280	260	403	390	1,341	263	262	178
Rains		1,442	.0007	2,060	.0011	65	41	488	48	79	...	...	454	53	78	108
Randall	6	15,555	.0081	2,357	.0139	106	62	3,911	905	1,734	386	62	1,998	1,809	2,308	648
5▲Amarillo																
Reagan		4,627	.0024	5,141	.0026	118	109	1,314	370	105	129	88	902	670	520	212
Real		1,044	.0005	1,491	.0008	80	31	381	61	82	...	76	...	265	68	88
Red River		10,590	.0055	2,037	.0064	60	51	3,079	302	1,201	467	225	1,922	881	1,143	468
Reeves		22,791	.0119	5,065	.0105	104	118	5,321	1,290	2,128	976	397	3,326	1,949	3,314	712
Pecos		20,257	.0105		.0086	102	125	4,532	1,148	1,687	925	358	3,326	1,584	2,859	590

5 Amarillo is in Potter and Randall Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
© SM, 1957.



TOPS on all Southwest sales promotional programs...

THE GOLDEN SPREAD

THE AMARILLO (Texas) PREMIUM 38-COUNTY MARKET

38-COUNTY MARKET is independent, isolated — penetrated less than 10% by "outside" newspapers! The Golden Spread is a nation in itself that looks to Amarillo for leadership and responds to advertising in The Amarillo News, Globe-Times and Sunday News-Globe — which effect 48.9% coverage of this unusually wealthy market area and 94.95% coverage of "Metropolitan Amarillo".

COUNTY	POPULATION	FAMILIES	RETAIL SALES TOTAL (000)	RETAIL SALES PER FAMILY	FOOD SALES (000)	NET BUYING INCOME TOTAL (000)	NET BUYING INCOME PER FAMILY	NEWS & GLOBE-TIMES CIRCULATION TOTAL	NEWS & GLOBE-TIMES CIRCULATION % COVERAGE
Armstrong (Texas)	1,900	500	$ 1,508	$3,016	$ 306	$ 3,506	$ 7,012	470	94.
Bailey	8,300	2,200	12,755	5,798	2,744	13,327	6,058	243	11.04
Briscoe	3,600	900	2,445	2,717	834	7,465	8,294	418	46.44
Carson	6,400	1,800	6,263	3,479	1,055	12,211	6,784	1,107	61.50
Castro	5,600	1,500	8,084	5,389	2,021	13,907	9,271	746	49.73
Childress	10,700	3,200	9,529	2,978	2,053	15,764	4,926	334	10.43
Collingsworth	8,100	2,200	8,467	3,849	2,261	11,248	5,113	534	24.27
Dallam	7,800	2,400	9,074	3,781	1,927	14,564	6,068	984	41.
Deaf Smith	11,600	3,300	19,149	5,803	3,191	20,907	6,335	1,904	57.70
Donley	5,300	1,500	5,319	3,546	1,254	7,867	5,245	779	51.93
Floyd	10,100	3,000	14,460	4,820	3,659	16,584	5,528	521	17.37
Gray	24,700	7,600	36,918	4,858	8,184	45,652	6,007	3,585	47.17
Hale	34,600	9,800	50,458	5,149	9,622	61,994	6,326	1,191	12.15
Hall	10,300	2,800	6,549	2,339	2,024	14,843	5,301	811	28.96
Hansford	4,700	1,200	5,897	4,914	1,107	10,061	8,384	832	69.33
Hartley	1,600	500	1,239	2,478	37	3,828	7,656	276	55.20
Hemphill	4,200	1,300	4,121	3,170	810	6,239	4,799	542	41.69
Hutchinson	35,700	10,200	37,392	3,666	9,087	67,483	6,616	3,505	34.36
Lamb	21,400	5,900	31,105	5,272	8,374	32,182	5,455	390	6.61
Lipscomb	3,700	1,100	3,840	3,491	615	6,292	5,720	535	48.64
Moore	26,700	7,200	15,903	2,209	3,874	46,569	6,468	2,795	38.82
Ochiltree	7,800	2,200	16,280	7,400	1,916	24,968	11,349	1,007	45.77
Oldham	1,600	400	2,194	5,485	27	3,047	7,618	512	128.
Parmer	6,000	1,700	9,632	5,666	2,075	11,942	7,025	870	51.17
Potter * Randall	139,800	43,600	191,472	4,392	30,899	283,119	6,494	41,400	94.95
Roberts	1,000	300	1,881	6,270	176	2,127	7,090	184	61.33
Sherman	2,400	700	3,107	4,439	478	7,783	11,119	391	55.86
Swisher	8,800	2,400	12,955	5,398	2,284	18,588	7,745	1,706	71.08
Wheeler	9,000	2,400	9,891	4,121	2,206	11,930	4,971	1,675	69.79
Curry (New Mex.)	26,200	7,900	29,436	3,726	5,056	42,556	5,387	1,649	20.87
Quay	12,200	3,500	15,520	4,434	2,830	16,202	4,629	1,004	28.69
Union	5,900	1,700	8,100	4,765	1,531	8,086	4,756	297	17.47
Beckham (Okla.)	19,500	6,200	22,528	3,634	5,579	29,841	4,813	68	1.09
Cimarron	4,700	1,300	3,978	3,060	834	9,177	7,059	367	28.23
Ellis	8,400	2,700	4,964	1,839	1,238	14,054	5,205	63	2.33
Roger Mills	6,400	1,800	3,649	2,027	1,253	6,568	3,649	24	1.33
Texas	12,800	3,600	14,144	3,929	2,825	28,049	7,791	852	23.69
TOTAL	519,500	152,500	$640,206	$4,198	$126,246	$950,530	$ 6,233	74,572	48.90

*Metropolitan Amarillo includes Potter and Randall Counties Source: ABC, Sept. 30, 1956; SM, May 10, 1957 TOTAL ABC CIRCULATION 76,973

For further information about Amarillo's market, its newspapers or their extensive merchandising program — write, phone or wire . . .

Represented Nationally by
TEXAS DAILY PRESS LEAGUE, INC.
Offices in Principal Cities

AMARILLO DAILY NEWS (MORNING)
AMARILLO GLOBE-TIMES (EVENING)
AMARILLO NEWS-GLOBE (SUNDAY)

ABILENE, TEXAS ABC CITY ZONE POPULATION NOW 60,393!

CITY AND RETAIL TRADE ZONE POPULATION

251,717

(ABC Par. 28, 3-31-56)

•

ABOVE AVERAGE PER FAMILY INCOME

$6,113

(Sales Management 5-10-57)

★ **2-WING JET BOMBER BASE—$12 MILLION ANNUAL PAYROLL!**

One wing (B-47 Jet Bombers) now operating at this permanent installation of the Strategic Air Command—with 3,200 Airmen and Officers (estimated 70% with families) now stationed in Abilene. Second Wing due later in 1957—payroll of $12,000,000 Annually!

★ **ABILENE, ACTIVE OIL CENTER OF WEST CENTRAL TEXAS!**

Abilene business firms in oil and allied lines account for 1,048 listings in the 1956 Telephone Directory . . . up from 607 in 1955, 501 in 1954 and 261 in 1953.

49,823 ABC CIRCULATION — SEPTEMBER 30, 1956

The Abilene Reporter-News

ABILENE, TEXAS

Represented by TEXAS HARTE-HANKS NEWSPAPERS—DALLAS, NEW YORK, CHICAGO, ATLANTA

TEXAS

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Refugio		11,058	.0057	4,253	.0055	96	100	2,343	863	1,049	169	291	1,671	1,384	2,193	444
Roberts		1,881	.0010	6,270	.0007	117	167	176	128	...	...	128	490	320	160	101
Robertson		16,146	.0084	3,364	.0074	71	81	3,002	844	1,462	274	433	5,469	1,288	1,592	538
Rockwall		7,015	.0036	5,011	.0026	84	116	1,152	186	229	59	326	2,733	517	1,193	172
Runnels		19,340	.0101	4,395	.0089	98	111	4,075	660	827	1,282	794	5,395	2,747	2,250	559
Rusk		32,161	.0167	2,658	.0191	75	66	6,972	786	2,424	1,700	2,106	8,175	3,358	2,357	829
Henderson		21,160	.0110		.0073	120	180	3,701	518	1,203	1,486	1,551	6,315	1,851	1,817	480
3Kilgore																
Sabine		5,474	.0028	3,041	.0028	64	64	1,397	173	636	179	120	1,375	230	...	263
San Augustine		6,573	.9035	3,652	.0028	68	85	2,076	106	407	455	171	1,381	355	534	108
San Jacinto		1,343	.0006	839	.0018	49	16	381	19	484	...	...	138	158	35	104
San Patricio		36,669	.0191	3,742	.0182	75	79	8,790	2,003	1,523	1,228	1,138	7,950	3,734	6,594	1,349
San Saba		7,288	.0038	3,169	.0036	80	84	1,792	140	405	143	66	1,039	452	732	238
Schleicher		4,000	.0021	5,714	.0016	100	131	768	221	45	93	94	1,129	520	214	248
Scurry		28,048	.0145	2,984	.0182	96	76	7,825	1,458	1,663	1,424	959	6,934	3,305	2,655	1,024
Snyder		26,296	.0137		.0125	120	132	7,428	1,336	1,566	1,424	959	6,934	2,608	2,322	918
Shackelford		4,950	.0026	4,500	.0023	96	108	1,237	195	94	255	248	1,618	521	306	186
Shelby		22,007	.0114	3,930	.0088	76	98	4,134	499	1,020	864	345	4,274	1,492	1,645	485
Sherman		3,107	.0016	4,439	.0021	150	114	478	101	309	26	91	576	338	723	339
Smith	257	91,233	.0474	3,786	.0440	89	96	20,133	3,041	8,164	7,828	5,455	18,599	5,835	7,734	5,067
△Tyler		82,626	.0429		.0356	105	127	17,682	2,733	7,435	7,543	5,403	17,971	4,780	6,859	4,427
Somervell		1,676	.0009	2,095	.0010	71	64	573	40	50	...	77	357	66	99	87
Starr		7,122	.0037	2,297	.0048	54	42	1,750	385	1,397	114	198	988	570	1,214	245
Stephens		13,053	.0068	3,839	.0063	98	106	3,625	1,048	698	640	617	3,385	911	810	498
Breckenridge		11,365	.0059		.0050	111	131	2,427	741	604	640	617	3,385	869	810	498
Sterling		1,801	.0009	4,503	.0007	88	113	278	37	...	111	58	580	231	83	91
Stonewall		2,834	.0015	3,149	.0019	90	71	852	248	134	35	33	726	411	216	77
Sutton		5,400	.0028	5,400	.0024	109	127	1,144	288	297	111	144	844	776	324	135
Swisher		12,955	.0067	5,398	.0063	121	129	2,284	351	582	450	229	2,911	934	2,550	518
Tarrant	52	643,138	.3341	3,948	.3294	104	105	139,345	35,424	126,581	30,047	23,596	138,869	39,582	38,169	25,277
2▲Fort Worth		568,858	.2955		.2521	115	135	119,083	30,774	123,167	28,874	21,478	118,410	32,094	30,517	23,539
White Settlement		2,629	.0014		.0053	62	16	1,183	152	162	93	...	...	777	131	131
Arlington		38,695	.0201		.0148	120	163	8,874	1,545	1,214	863	1,668	17,134	2,470	2,871	1,002
Taylor	169	97,017	.0504	4,076	.0490	101	104	19,899	4,843	12,087	7,757	6,160	22,384	7,475	6,892	3,219
△Abilene		89,196	.0463		.0424	110	120	18,008	4,460	11,420	7,597	6,050	20,597	6,389	5,991	3,019
Terrell		2,800	.0015	3,111	.0015	88	88	429	295	322	63	75	641	563	86	93
Terry		21,587	.0112	4,693	.0101	98	109	4,371	783	1,572	800	576	6,101	1,729	3,424	431
Brownfield		19,518	.0101		.0073	122	168	4,063	603	1,572	800	576	6,101	1,648	2,578	431
Throckmorton		2,183	.0011	2,426	.0016	80	55	423	80	231	125	150	415	215	381	127
Titus		17,073	.0089	3,712	.0078	79	93	4,307	581	1,071	1,239	1,055	3,775	1,312	1,698	549
Mount Pleasant		15,277	.0079		.0049	111	180	3,568	538	791	1,202	1,019	3,593	1,070	1,645	473

2 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in editorial introduction, starting on Page 11, under heading "Mail Order."

3 Kilgore is in Gregg and Rusk Counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

© SM, 1957.



The Fort Worth Market Is LARGER (100 Texas Counties) Than You Think!

	Total Business in market for 1956	Percent of Texas
POPULATION (Jan. 1, 1957)	2,161,500	23.5
EFFECTIVE BUYING INCOME	$3,573,114,000	25.5
RETAIL SALES	$2,497,233,000	24.8
AUTOMOTIVE	$ 586,581,000	27.2
DRUG	$ 84,884,000	25.9
FOOD	$ 545,522,000	24.6
GENERAL MERCHANDISE	$ 288,445,000	22.7

Source: Sales Management Survey of Buying Power, May 10, 1957

Get MAXIMUM coverage of this 3½ Billion Dollar Market-through the newspaper that the people in Fort Worth and West Texas DEPEND ON-THE FORT WORTH STAR-TELEGRAM.

Remember too: Texas Ranch and Farm Magazine is distributed with the Sunday Star-Telegram the second Sunday every month.



FORT WORTH STAR-TELEGRAM

AMON G. CARTER, Jr., *President and National Advertising Director*

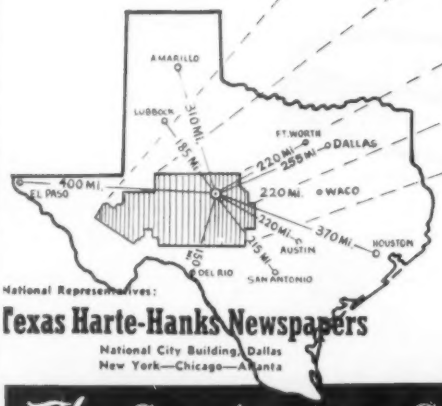
LARGEST CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

How big is your slice of this West Texas-size

SALES PIE?





Hungry for more business? It's here for you in the Standard-Times market. Over a quarter BILLION dollar effective buying income means a whopping big West Texas-size sales pie. Cut yourself a slice of it with this keyed-to-the-market newspaper.

Let Us Show You How Big YOUR Slice Can Be

For your personal use, our Research Department will develop specific data on the market potential of your products. This additional service will aid you to sell more, more profitably. Write Houston Harte, Jr., President, Standard-Times, San Angelo, Texas.

National Representatives:
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The SAN ANGELO STANDARD-TIMES • HOUSTON HARTE, Jr. Pres.

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Tom Green	126	89,066	.0463	4,123	.0446	101	105	19,010	5,057	10,830	4,511	5,026	19,867	6,030	6,414	2,858
▲San Angelo		85,633	.0445		.0389	108	124	18,736	4,761	10,757	4,466	5,026	19,851	5,853	6,323	2,590
Travis	11	207,720	.1079	4,041	.1084	94	94	41,534	14,791	25,386	19,124	12,503	37,941	13,476	16,839	6,879
▲Austin		205,044	.1065		.1058	98	98	41,201	14,375	24,865	19,124	12,503	37,650	13,194	16,594	6,841
Trinity		7,478	.0038	3,116	.0034	71	79	1,585	845	442	196	353	1,526	455	524	181
Tyler		9,680	.0051	3,338	.0048	73	77	1,819	281	1,216	221	109	1,893	1,589	873	239

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.



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is growing older . . .
taller . . . stronger . . .

a TALLER tower
(1280' above average terrain)
MORE coverage
(1137' above ground)

and right in the HEART of TEXAS



KTBC
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CBS • NBC • ABC
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590 kc RADIO
CBS
5,000 watts (LS)
AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.

INFLUENCE is the criteria of a newspaper's marketing value.

In the 22 county area of North Texas and Southwestern Oklahoma where the WICHITA FALLS TIMES and the WICHITA FALLS RECORD NEWS are the first choice of daily newspaper readers, their influence is reflected in many ways. For fifty years The Times has been a Democratic newspaper. In the 1956 General Elections, when most of Texas voted for the Republican Presidential Nominee, the TIMES & RECORD NEWS counties refused to leave the Democratic column.

Now celebrating its fiftieth year with a GOLDEN ANNIVERSARY issue on May 12, 1957, the TIMES was flooded with old pictures dating back to the townsite sale of Wichita Falls in 1882 when it announced a contest for family album pictures to be published in this issue. Its readers respond . . . and keep on responding.

In Wichita County, the Times & Record News deliver a combined total of 33,237 daily to a total of 32,500 homes, while *no other daily newspaper* goes into as many as 3% of the homes.

For advertisers, the TIMES & RECORD NEWS deliver the Wichita Falls area, because they deliver the news to most of the Wichita Falls area homes. Try it. Call today for our national representative—THE KATZ AGENCY.

Wichita Falls Times

Wichita Falls Record News

WICHITA FALLS TIMES Half Century of Progress 1907-1957

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Upshur		13,528	.0070	2,781	.0071	67	66	3,833	311	866	763	384	3,201	915	1,283	293
4Gladewater																
Upton		6,967	.0036	4,354	.0034	110	116	1,805	674	590	150	309	1,097	1,130	635	225
Uvalde		16,590	.0086	3,456	.0085	79	80	3,043	754	2,122	692	982	3,347	1,456	1,656	769
Uvalde		13,394	.0070		.0054	92	119	2,558	514	1,539	636	656	2,800	1,291	1,384	525
Val Verde		20,290	.0106	4,611	.0087	81	98	4,773	1,185	1,926	1,244	1,199	5,495	1,650	1,253	572
Del Rio		19,522	.0101		.0079	80	102	4,683	1,068	1,850	1,244	1,199	5,495	1,487	1,206	572
Van Zandt		16,505	.0086	3,056	.0080	75	81	3,820	390	1,083	397	529	5,529	1,462	1,880	477
Victoria		59,376	.0308	5,765	.0237	106	138	14,639	3,095	6,967	2,785	3,526	10,913	3,829	6,474	1,282
Victoria		56,997	.0296		.0170	145	253	13,418	2,617	6,906	2,785	3,483	10,913	3,532	6,368	1,259
Walker		12,220	.0063	2,910	.0073	66	57	3,023	665	1,023	576	656	2,968	1,326	693	433
Waller		12,192	.0064	4,064	.0062	87	90	2,219	911	1,046	317	78	2,955	1,263	1,611	328
Ward		16,057	.0083	3,568	.0090	91	84	3,781	784	1,099	906	1,149	3,968	2,054	846	350
Monahans		13,343	.0069		.0057	108	130	2,847	523	932	606	1,149	3,808	1,634	386	327
Washington		16,585	.0086	3,248	.0075	72	83	3,610	701	2,703	803	703	2,536	1,165	696	698
Brenham		14,213	.0074		.0047	112	176	2,910	570	2,176	803	605	2,512	1,073	696	511
Webb	77	50,371	.0262	3,381	.0261	66	66	11,815	2,226	7,668	8,366	1,929	7,158	3,460	3,092	1,582
▲Laredo		49,707	.0258		.0247	66	69	11,450	2,151	7,646	8,366	1,906	7,158	3,346	3,092	1,531
Wharton		41,883	.0217	4,231	.0191	90	102	9,137	2,016	3,013	2,184	1,669	10,010	3,583	6,120	1,179
El Campo		15,452	.0080		.0064	114	143	3,287	744	604	771	560	3,383	1,270	3,339	632
Wharton		17,606	.0091		.0049	181	337	3,472	688	870	1,335	1,084	5,090	1,609	1,729	409
Wheeler		9,891	.0052	4,121	.0047	87	96	2,206	539	707	296	332	2,254	1,171	1,435	381
Wichita	182	142,926	.0742	4,204	.0768	102	98	26,702	7,319	14,897	9,814	6,746	31,082	10,196	6,729	5,045
▲Wichita Falls		114,774	.0596		.0614	110	107	21,565	6,671	14,325	9,056	5,917	27,052	7,827	5,104	4,366
Electra		14,080	.0073		.0043	130	221	1,108	276	123	388	398	1,081	734	651	265
Wilbarger		23,974	.0125	4,063	.0115	96	104	6,387	1,019	2,151	1,808	1,192	5,302	2,108	2,346	881
Vernon		22,782	.0118		.0092	111	142	5,882	989	2,110	1,608	1,192	5,130	1,816	2,281	838
Willacy		14,433	.0075	2,326	.0100	64	48	3,498	512	1,254	337	617	1,859	864	2,391	396
Raymondville		10,214	.0053		.0048	73	80	2,823	436	1,083	337	560	1,670	637	1,762	272
Williamson		34,470	.0179	3,379	.0164	78	85	7,752	2,627	2,834	1,124	867	9,036	3,411	3,869	1,012
Taylor		15,939	.0083		.0061	94	128	3,881	1,011	1,329	1,006	357	3,230	971	2,121	593
Wilson		8,994	.0047	2,811	.0049	63	80	1,814	576	1,051	217	118	1,692	912	1,007	270

4 Gladewater is in Gregg and Upshur Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
© SM, 1957.



NIELSEN LATEST SHOWS NO. 1 IN LUBBOCK MARKET

Sales Management's City Retail Sales forecast for February $12,890,000

Lubbock Bank Deposits, December 31, 1956 ..... $206,641,209.03

National Representative
WM. G. RAMBEAU CO.
New York, Chicago, Minneapolis,
Los Angeles and San Francisco

Southwestern Representative
CLYDE MELVILLE CO.
Dallas, Texas

"MOST LISTENED-TO STATION ON THE SOUTH PLAINS" OF TEXAS

KSEL
LUBBOCK, TEXAS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Winkler		15,214	.0079	3,711	.0088	105	94	3,822	749	660	665	709	4,681	1,672	679	489
Kermit		13,724	.0071		.0057	127	158	3,201	666	566	618	672	4,478	1,479	679	391
Wise		14,076	.0073	3,273	.0067	80	87	3,758	488	457	323	277	3,886	1,479	1,364	447
Wood		19,829	.0103	3,888	.0085	83	100	4,122	588	1,433	783	1,012	6,112	1,705	2,027	477
Yoakum		6,352	.0033	5,775	.0026	104	132	1,622	376	275	348	277	754	1,021	917	246
Young		21,986	.0114	4,780	.0092	106	131	4,720	725	1,035	1,126	1,269	6,139	1,959	2,463	634
Graham		12,950	.0067		.0064	100	105	2,759	414	853	513	711	4,227	1,040	1,294	420
Zapata		942	.0005	942	.0014	48	17	501	90	55	...	56	...	131	84	...
Zavala		6,486	.0034	2,402	.0043	57	45	1,894	345	497	199	342	1,253	562	649	120
Total Above Cities		7,783,992	4.0437		3.5522	107	122	1,646,117	426,487	1,108,215	528,957	398,970	1,700,410	511,708	542,175	255,856
State Total		10,042,661	5.2169	3,870	5.1190	94	96	2,218,506	548,043	1,267,961	592,184	466,805	2,152,811	758,286	807,657	327,912

METRO. AREAS		RETAIL SALES—SM ESTIMATES, 1956														
△Abilene	169	97,017	.0504	4,078	.0490	101	104	19,699	4,843	12,087	7,757	6,160	22,384	7,475	6,892	3,219
Amarillo	6	191,472	.0994	4,392	.0962	116	120	30,899	10,357	22,579	16,449	9,198	45,814	15,182	13,707	6,720
Austin	11	207,720	.1079	4,041	.1084	94	94	41,534	14,791	25,386	19,124	12,503	37,941	13,476	16,839	6,878
Beaumont-Port Arthur	15	277,746	.1443	4,133	.1407	104	106	67,594	15,172	35,448	20,431	15,140	52,156	19,555	19,368	9,362
△Brownsville-Harlingen-McAllen	187	232,970	.1211	2,641	.1459	66	85	55,966	13,099	29,356	15,315	10,634	41,709	14,524	22,221	6,875
Corpus Christi	34	253,228	.1316	3,802	.1379	93	89	56,089	17,118	33,060	12,838	11,072	50,272	19,046	24,759	7,826
Dallas	35	1,243,122	.6458	4,917	.5802	119	132	235,569	73,174	238,789	81,296	48,100	284,160	71,983	72,009	39,505
El Paso	45	284,996	.1480	4,020	.1596	92	85	62,815	18,033	48,795	21,355	18,408	52,508	17,199	17,325	9,001
Fort Worth	52	643,138	.3341	3,945	.3294	104	105	139,345	35,424	126,581	30,047	23,596	138,889	39,582	38,169	25,277
Galveston	55	138,096	.0717	3,783	.0729	100	98	33,940	14,665	13,203	11,093	7,641	17,238	10,924	10,181	5,740
Houston	64	1,409,543	.7322	4,157	.7307	109	109	327,077	84,394	193,290	94,362	84,122	270,113	96,675	91,179	45,828
Laredo	77	50,371	.0262	3,381	.0251	66	68	11,815	2,226	7,658	8,386	1,929	7,158	3,460	3,092	1,582
Lubbock	85	186,159	.0967	4,082	.1017	106	101	33,701	6,845	27,018	10,252	9,345	44,301	12,270	23,410	5,088
△Midland	231	82,311	.0427	5,838	.0380	138	155	18,505	4,612	4,631	7,277	4,451	21,479	5,826	6,306	3,186
△Odessa	238	104,954	.0545	4,624	.0524	114	119	23,003	4,674	10,289	7,543	6,588	22,214	8,251	7,215	2,789
San Angelo	126	89,066	.0463	4,123	.0446	101	105	19,010	5,057	10,830	4,511	5,026	19,867	6,030	6,414	2,658
San Antonio	127	612,352	.3180	3,913	.3103	88	90	135,489	42,837	95,126	50,049	25,376	113,006	41,626	33,161	18,162
△Temple	255	82,696	.0430	3,282	.0510	86	73	17,920	5,268	10,559	4,970	4,125	19,379	6,596	6,010	3,374
△Texarkana	256	81,970	.0425	2,644	.0458	73	68	17,071	4,684	11,451	5,264	3,984	14,876	8,505	4,470	2,959
△Tyler	257	91,233	.0474	3,788	.0440	89	96	20,133	3,041	8,164	7,828	5,455	18,699	5,835	7,734	5,067
Waco	158	160,836	.0836	3,876	.0772	92	99	36,263	10,492	23,162	7,206	8,269	33,453	11,050	12,279	6,418
Wichita Falls	162	142,926	.0742	4,204	.0788	102	98	26,702	7,319	14,897	9,814	6,746	31,082	10,196	6,729	5,045
Total Above Areas		6,663,922	3.4616	4,078	3.4188	100	102	1,430,139	398,125	1,002,269	453,147	327,868	1,358,678	445,266	449,469	222,559

UTAH — (Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming.)

Map, page 710

City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Cedar City	Iron	7.3	94	15	15	7	8	6	10	10	8	4
Logan	Cache	18.3	205	26	30	14	21	12	14	27	21	5
Murray	Salt Lake	12.0	133	20	24	19	8	8	8	21	8	3
Ogden	Weber	67.0	698	118	123	55	54	44	37	85	57	14
Price	Carbon	7.4	113	18	22	7	7	6	12	16	11	3
Provo	Utah	35.8	275	40	38	20	33	11	16	38	22	8
Salt Lake City	Salt Lake	208.6	1,998	368	373	177	148	137	119	268	90	60

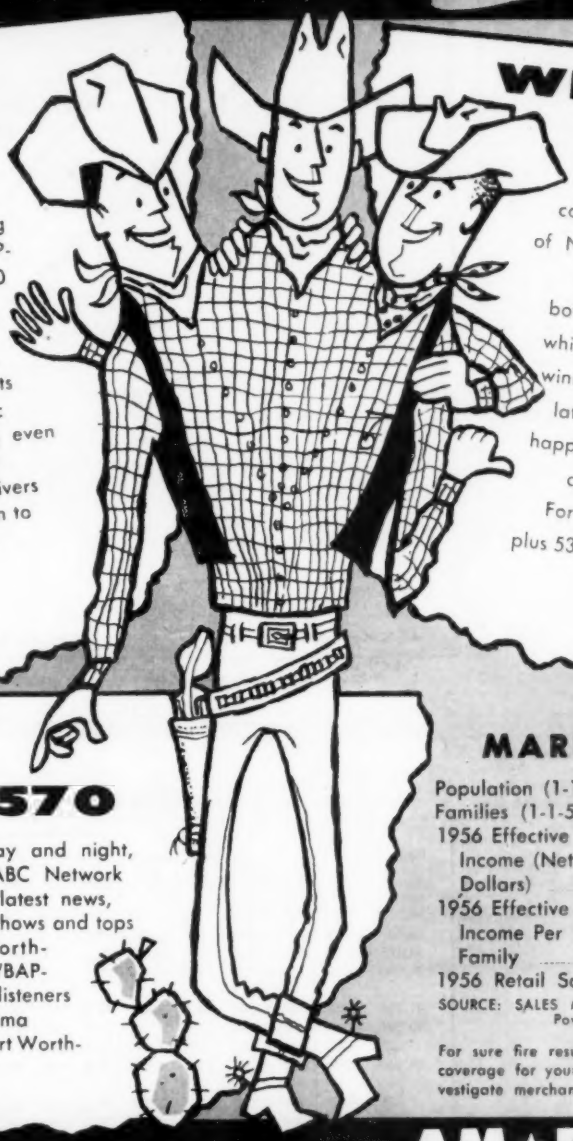
© SM, 1957.

Before using these figures, read foreword, page 11.

BUY the BIG 3 with WBAP!

WBAP-820

For power packed selling and merchandising WBAP-820, operating on 50,000 Watts, Clear Channel, day and night offers top NBC network shows, complete news and sports coverage, and local disc jockey shows. Offering even greater impact for your product WBAP-820 delivers 174 counties in addition to The Fort Worth-Dallas market.



WBAP-TV

Delivers the best in television, offering the combined network facilities of NBC and ABC plus outstanding local programs both in color and black and white. The WBAP-TV award winning news staff gives the latest news when and as it happens. WBAP-TV delivers city grade service to the Fort Worth-Dallas market plus 53 counties in Texas and Oklahoma.

WBAP-570

. . . with 5,000 watts day and night, WBAP-570 delivers top ABC Network programs as well as the latest news, popular, local disc jockey shows and tops in sports to the Fort Worth-Dallas area. In addition WBAP-570 delivers innumberable listeners in 120 Texas and Oklahoma counties surrounding the Fort Worth-Dallas market.

MARKET DATA

Population (1-1-57)	7,128,500
Families (1-1-57)	2,093,500
1956 Effective Buying Income (Net Dollars)	$10,733,738,000.00
1956 Effective Buying Income Per Family	$4,153.00
1956 Retail Sales	$ 7,923,633,000.00

SOURCE: SALES MANAGEMENT Survey of Buying Power, May 10, 1957.

For sure fire results get the local audience plus coverage for your client with WBAP facilities, investigate merchandising package plans.

WBAP

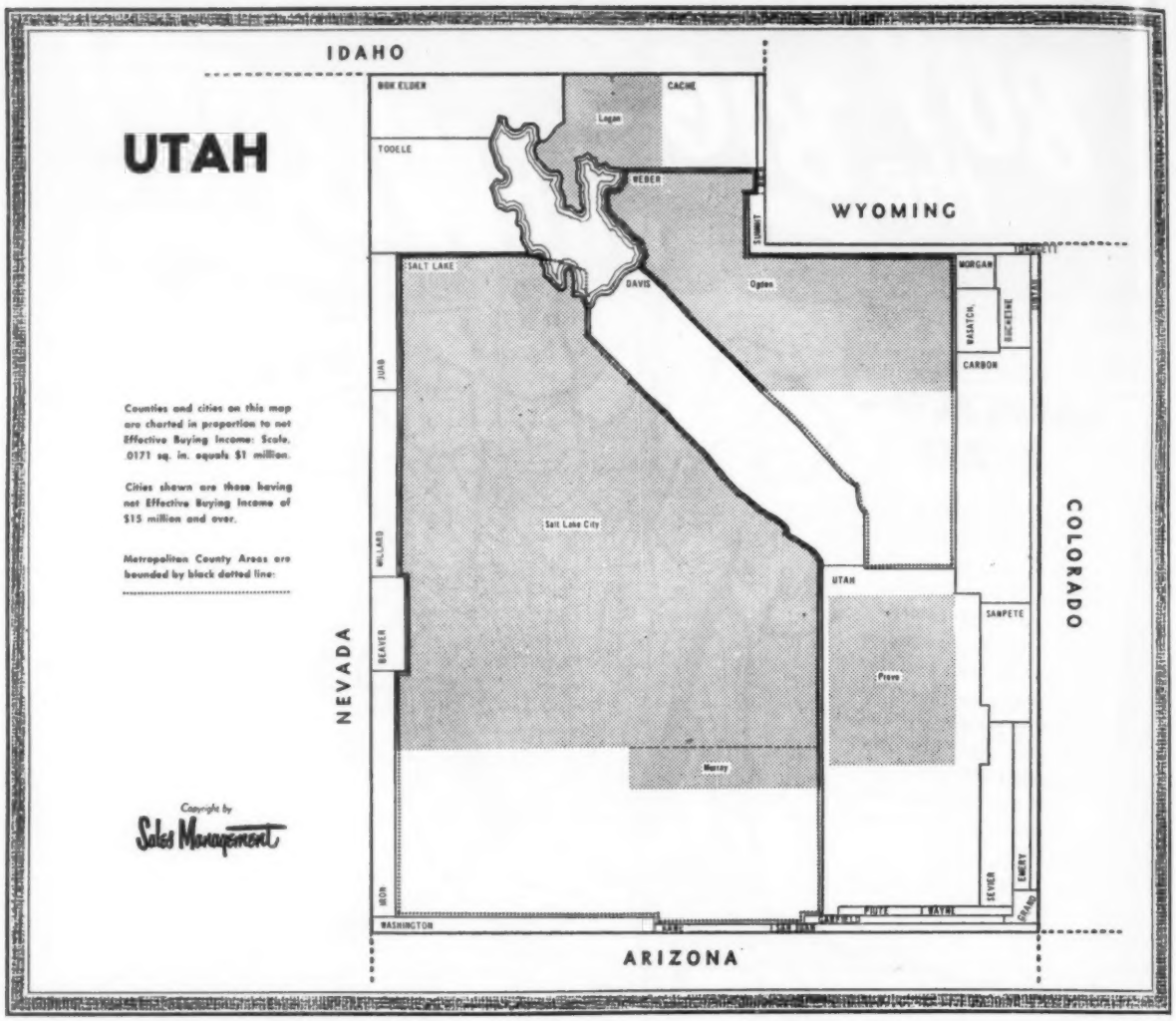
AM ★ FM ★ TV

820 ★ 570 ★ CHANNEL 5

STAR-TELEGRAM STATIONS • ABC — NBC • FORT WORTH, TEXAS

AMON CARTER, Founder | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

PETERS, GRIFFIN, WOODWARD, INC. — NATIONAL REPRESENTATIVES



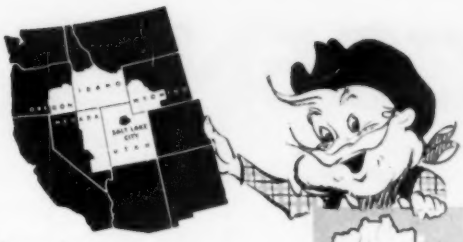
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

UTAH COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Beaver		5.5	.0032	1.3		7,842	.0027	1,426	6,032	1.6	4,938	21.1	6.3	26.2	17.7	36.8	38.2	11.8	19.4	4.1	18.4
Box Elder		24.1	.0143	6.3	8.4	30,767	.0109	1,277	4,884	6.7	4,617	24.5	7.8	32.0	23.1	32.6	36.2	6.5	11.3	4.4	21.8
Cache		38.8	.0230	10.4	18.3	49,595	.0174	1,278	4,769	12.3	4,037	32.3	11.8	30.5	25.2	28.6	36.3	5.8	11.6	2.8	15.1
Logan		18.3	.0108	5.3		26,590	.0094	1,453	5,017	6.8	3,885	36.9	14.0	29.0	24.8	25.8	34.1	5.5	11.5	2.8	15.6
Carbon		29.2	.0173	7.7	14.4	41,065	.0145	1,406	5,333	8.1	5,089	16.0	4.7	21.3	13.8	49.0	49.4	10.0	15.9	3.7	16.2
Price		7.4	.0044	2.1		10,992	.0039	1,485	5,234	2.1	5,146	19.7	5.6	23.2	15.1	41.3	41.2	11.1	17.4	4.7	20.7
Daggett		.4	.0002	.1		652	.0002	1,630	6,520	.1	7,855	28.9	5.4	18.0	7.6	21.7	14.1	13.3	13.7	18.1	59.2
Davis		42.4	.0251	11.0	19.8	58,407	.0206	1,378	5,310	12.0	4,854	18.5	5.6	25.2	17.2	43.3	45.8	9.6	16.1	3.4	15.3
Duchesne		8.9	.0053	2.1		7,963	.0028	895	3,792	2.1	3,794	36.3	14.1	30.6	27.0	24.9	33.6	5.8	12.4	2.4	12.9
Emery		5.8	.0034	1.4		5,761	.0021	993	4,115	1.6	3,700	32.6	13.0	29.3	26.3	32.3	44.8	4.6	10.1	1.2	5.8
Garfield		4.1	.0025	.9		4,107	.0014	1,002	4,563	1.0	3,926	35.5	13.3	32.6	27.6	24.9	32.5	3.7	7.7	3.3	18.9
Grand		1.9	.0011	.5		2,110	.0007	1,111	4,220	.6	3,754	35.9	14.1	34.0	30.2	23.5	32.1	3.9	8.4	2.7	15.2
Iron		11.6	.0069	2.9	7.3	14,607	.0052	1,259	5,037	3.2	4,633	25.3	8.1	24.9	17.9	38.4	42.5	7.6	13.2	3.8	18.3
Cedar City		7.3	.0043	2.0		9,383	.0033	1,285	4,692	2.0	4,797	24.8	7.6	23.3	16.2	39.2	41.9	8.4	14.2	4.3	20.1
Juab		5.8	.0034	1.5	2.9	7,609	.0027	1,312	5,073	1.7	4,468	27.8	9.1	29.6	22.1	32.0	36.7	6.9	12.5	3.9	19.6
Kane		2.3	.0014	.6		2,189	.0007	952	3,648	.6	3,834	29.6	11.4	36.6	31.8	27.3	38.5	4.4	9.2	2.1	11.1
Millard		9.9	.0058	2.5		11,028	.0039	1,114	4,411	2.5	4,366	30.0	10.1	29.8	22.7	27.7	32.6	8.9	16.6	3.6	18.0
Morgan		2.5	.0015	.6		2,754	.0010	1,102	4,590	.6	4,283	24.9	8.6	32.4	25.1	32.3	38.7	7.8	14.7	2.6	12.9
Piute		1.9	.0011	.5		1,518	.0005	799	3,036	.5	3,163	42.3	19.7	33.3	35.1	19.2	31.1	4.8	12.3	.4	1.8
Rich		1.7	.0011	.5		2,168	.0008	1,275	4,336	.5	4,498	25.3	8.3	38.7	27.3	28.4	32.4	5.0	8.9	4.6	23.1

© SM, 1957.

Before using these figures, read foreword, page 11.

Salt Lake City is only the beginning of the Salt Lake Intermountain Market



1⅓ million persons

Buying and selling does not stop at the imaginary boundaries of Salt Lake City.

As the distribution and control center for an area comprising all or parts of 4 states, Salt Lake's influence is felt not only by the 303,245 persons who live within its boundaries . . . and not only by the 768,000 in Utah . . . but by the 1⅓ million throughout this entire area.

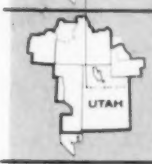
This is the same region which has been designated as the Salt Lake Wholesale Trading Zone by the Department of Commerce.

So, think bigger about Salt Lake City, because by buying Salt Lake's two metropolitan newspapers you reach the entire market of 1⅓ million.

Remember, in the west people's needs are the same, but marketing is different.



Not just Salt Lake with 303,000 persons



Not just Utah with 768,000 persons



But . . . the entire 4-state market with 1⅓ million persons

The Salt Lake Tribune (MORNING & SUNDAY)

NEWSPAPER AGENCY CORPORATION NAC

DESERET NEWS AND **Salt Lake Telegram** (EVENING)

Represented Nationally by: MOLONEY, REGAN & SCHMITT, Metro Sunday Comics Network.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

UTAH COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Salt Lake	125	329.8	.1953	95.8	272.6	565,990	.1994	1,716	5,908	103.0	5,497	19.2	5.2	22.4	13.5	40.6	37.9	11.5	16.9	6.3	26.5
▲Salt Lake City		208.6	.1236	64.0		393,831	.1388	1,888	6,154	70.5	5,586	19.9	5.2	22.3	13.4	39.2	36.0	11.8	17.1	6.8	28.3
Murray		12.0	.0071	3.1		16,837	.0059	1,403	5,431	3.4	4,965	17.8	5.3	24.1	16.1	45.1	46.6	9.2	15.0	3.8	17.0
San Juan		6.0	.0036	1.1		5,709	.0021	952	5,190	1.4	4,081	39.6	14.3	26.2	23.1	22.5	28.3	5.4	10.6	4.3	23.7
Sanpete		13.9	.0082	3.9		13,586	.0047	977	3,484	3.9	3,495	37.4	15.8	34.5	32.9	23.4	34.3	2.8	6.4	1.9	10.6
Sevier		12.6	.0075	3.3	4.4	13,197	.0047	1,047	3,999	3.4	3,913	29.1	11.0	33.2	28.2	29.6	38.8	6.3	13.0	1.8	9.0
Summit		7.2	.0042	1.8		7,323	.0026	1,017	4,068	1.8	4,071	24.1	8.7	31.5	25.9	36.9	46.4	5.9	11.7	1.6	7.3
Tooele		21.0	.0125	5.5	10.6	33,196	.0117	1,581	6,036	6.7	4,985	18.1	5.4	23.3	15.6	44.2	45.5	10.8	17.4	3.6	16.1
Uintah		11.7	.0069	2.8	3.4	13,452	.0047	1,150	4,804	3.1	4,386	29.6	10.0	29.8	22.7	29.7	34.9	7.1	13.2	3.8	19.2
Utah	247	101.6	.0602	26.1	89.6	124,356	.0438	1,224	4,765	29.0	4,291	27.5	9.5	25.5	19.7	37.2	44.5	7.2	13.5	2.6	12.8
△Provo		35.8	.0212	9.1		50,234	.0177	1,403	5,520	12.1	4,151	32.6	11.6	24.0	19.3	33.5	41.4	7.2	14.0	2.7	13.7

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

SUPPLY THE RAPIDLY GROWING WEST FROM A CENTRAL LOCATION

OGDEN, UTAH, offers:

The largest rail switching terminal in the West with 4 railroads, 13 motor truck lines, low-cost electric power, natural gas, ample intelligent labor supply, excellent sites of varying sizes.

Ogden complies with industrial dispersion criteria established by Department of Commerce and Office of Defense Mobilization.

All inquiries confidential

WEBER COUNTY INDUSTRIAL BUREAU

Suite 1214, First Security Bank Bldg. Ogden, Utah

WATCH FOR

JULY 10, 1957

The Survey of Industrial Buying Power

The Survey of Industrial Buying Power, for years a regular feature of the May 10 Survey of Buying Power, comes into its own this year — and will be published as a *separate issue* of Sales Management. Publication date: July 10.

OGDEN . . . UTAH'S 2ND LARGEST CITY 2ND LARGEST MARKET

A **FAST EXPANDING MARKET** WITH

ANNUAL SALES { RETAIL—IN EXCESS OF **$107,000,000** / WHOLESALE—IN EXCESS OF **$37,800,000**

$5,230 PER FAMILY EFFECTIVE BUYING INCOME

- A Great Railroad and Cattle Center
- Wide Diversification of Industry and Agriculture
- A Constantly Growing "Close-in" Market of Over 139,000 able-to-buy people.

Without **OGDEN** . . . no advertising campaign is adequate! . . . without **THE OGDEN STANDARD-EXAMINER** no **UTAH** coverage is adequate!

92% COVERAGE IN **WEBER COUNTY**
78% COVERAGE IN **TRADING AREA**

Outdistancing **ALL OTHER** newspapers in coverage of this rich, expanding market by the tremendous margin of more than **75%**



Ogden Standard-Examiner

"SERVING NORTHERN UTAH SINCE 1870"

REYNOLDS-FITZGERALD, INC.—NATIONAL REPRESENTATIVES

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

UTAH COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Wasatch		5.4	.0032	1.3	2.9	5,718	.0020	1,059	4,398	1.4	4,140	25.1	9.0	28.9	23.2	39.1	48.4	4.9	9.6	2.0	9.8
Washington		11.1	.0066	2.9	5.2	10,983	.0039	989	3,787	2.9	3,736	36.2	14.3	29.8	26.5	27.1	37.2	4.8	10.4	2.1	11.6
Wayne		2.0	.0012	.3		1,714	.0006	857	5,713	.5	3,259	37.1	16.8	37.5	38.5	21.9	34.4	2.7	6.6	.8	3.7
Weber	101	103.2	.0611	29.7	85.4	159,943	.0564	1,550	5,385	31.2	5,125	18.9	5.4	23.3	15.1	42.1	42.2	11.3	17.9	4.4	19.4
▲Ogden		67.0	.0397	20.6		112,582	.0397	1,680	5,465	21.8	5,169	19.6	5.6	23.0	14.8	41.1	40.8	11.6	18.2	4.7	20.6
Total Above Cities		356.4	.2111	106.2		620,449	.2187	1,741	5,842	118.7	5,226	22.1	6.2	23.1	14.8	38.4	37.7	10.8	16.7	5.6	24.6
State Total		822.3	.4871	225.3	525.2	1,205,311	.4247	1,466	5,350	243.7	4,945	22.5	6.7	24.8	16.8	38.5	39.9	9.6	15.7	4.6	20.9

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Ogden	101	103.2	.0611	29.7	85.4	159,943	.0564	1,550	5,385
△Provo	247	101.6	.0602	26.1	69.6	124,358	.0438	1,224	4,765

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Salt Lake City	125	329.8	.1953	95.8	272.6	565,950	.1994	1,716	5,908
Total Above Areas		534.6	.3166	151.6	427.6	850,289	.2996	1,915	5,609

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Beaver		4,240	.0022	3,262	.0027	84	69	334	241	909	185	47	355	1,135	650	125
Box Elder		20,441	.0106	3,245	.0115	80	74	3,753	1,439	1,524	423	918	4,371	2,542	2,637	526
Cache		32,313	.0168	3,107	.0183	80	73	4,640	1,723	4,832	1,509	1,356	5,170	3,540	3,904	706
Logan		26,275	.0136		.0109	101	126	3,410	1,486	4,247	1,479	1,020	5,119	2,718	2,909	500
Carbon		22,734	.0118	2,952	.0143	83	68	4,439	1,427	4,849	561	752	5,179	2,496	1,315	542
Price		15,894	.0083		.0053	120	189	2,976	785	1,934	493	350	5,179	1,475	1,270	365
Daggett		99		990	.0001	50		...	...	99	...	...	...	...	...	...
Davis		29,512	.0154	2,663	.0199	79	61	8,314	1,416	1,398	880	2,126	6,650	3,310	2,750	1,381

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Before using these figures, read foreword, page 11.

BIG GUN reaches a GREATER SALT LAKE



There is a GREATER Salt Lake . . . it's the big and booming market area available only to KSL Radio advertisers. It's a market that includes KSL's leadership in metropolitan areas as well as dominance of the eager-to-buy thousands in smaller cities and towns, a market area of 1,617,200 people. It's 111 counties* in 8 states where people are sold on KSL Radio.

A greater buy for a greater Salt Lake **KSL radio**

50,000 WATTS • CBS IN THE MOUNTAIN WEST

REPRESENTED BY CBS RADIO SPOT SALES

Nielsen: 40 to 100 percent coverage

UTAH

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Duchesne		6,789	.0035	3,233	.0035	66	66	1,085	423	1,491	156	142	837	891	1,026	612
Emery		2,409	.0012	1,721	.0021	62	35	387	157	637	...	...	...	848	112	101
Garfield		2,009	.0011	2,232	.0016	64	44	256	270	352	33	...	297	611	121	69
Grand		5,668	.0029	11,336	.0014	127	264	370	646	1,764	83	97	727	1,153	623	109
Iron		15,289	.0080	5,272	.0064	93	116	2,388	828	1,277	611	991	5,005	1,365	1,239	604
Cedar City		14,196	.0074		.0047	109	172	2,196	549	1,168	579	991	5,005	1,211	1,083	604
Juab		4,704	.0024	3,136	.0027	79	71	885	398	350	95	318	1,096	918	426	218
Kane		1,884	.0010	3,140	.0010	71	71	217	261	413	125	...	93	461	48	95
Millard		8,206	.0042	3,282	.0043	74	72	803	401	1,323	38	138	1,759	1,289	1,358	169
Morgan		2,857	.0015	4,762	.0013	87	100	730	102	67	...	...	777	272	249	148
Piute		369	.0002	738	.0005	45	18	113	67	...	...	52	...	137	...	...
Rich		706	.0004	1,412	.0008	73	36	52	73	199	...	...	...	295	87	...
Salt Lake	125	442,765	.2300	4,622	.2077	106	118	90,170	26,578	74,200	23,061	24,254	83,055	33,687	25,954	17,176
▲Salt Lake City		365,977	.1901		.1512	122	154	68,666	21,549	67,168	21,886	21,353	70,288	25,596	16,563	14,469
Murray		16,813	.0087		.0070	99	123	4,395	998	1,532	466	849	2,346	2,381	990	769
San Juan		5,950	.0031	5,409	.0027	75	86	598	437	1,202	...	...	964	481	302	84
Sanpete		9,236	.0048	2,368	.0054	66	59	1,773	620	1,332	340	566	1,483	687	1,381	378
Sevier		16,456	.0085	4,987	.0064	85	113	2,298	575	1,718	572	661	5,940	1,141	1,555	548
Summit		4,862	.0026	2,701	.0030	71	62	298	516	962	...	...	1,712	813	43	220
Tooele		14,034	.0072	2,552	.0105	84	58	3,676	1,272	1,138	638	35	3,071	2,465	650	586
Uintah		8,606	.0045	3,074	.0051	74	65	1,254	545	1,669	354	294	2,073	1,243	504	106
Utah	247	81,481	.0423	3,122	.0466	77	70	18,765	3,780	12,931	3,640	4,091	16,229	8,597	5,640	3,378
△Provo		42,639	.0221		.0197	93	104	8,060	1,792	7,623	3,131	2,801	10,064	3,254	2,120	1,606
Wasatch		5,017	.0027	3,859	.0024	75	84	984	660	762	33	115	1,033	305	802	114
Washington		10,849	.0056	3,741	.0050	76	85	1,618	955	1,169	387	384	2,377	1,541	939	215
Wayne		518	.0003	1,727	.0008	50	25	57	...	201	...	...	129	...	86	...

SM Standard (▲) and Potential (△) Metropolitan County Areas.

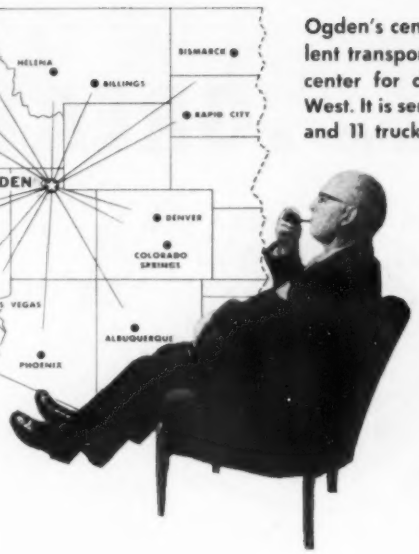
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Table of Contents and Indexes on Pages 1, 3 and 5

EASY CHAIR

FOR VICE PRESIDENTS IN CHARGE OF DISTRIBUTION!



Ogden's central location, combined with excellent transportation facilities, makes it the ideal center for distribution throughout the entire West. It is served by 4 railroads, 2 major airlines and 11 truck lines.

Ogden is also the center of a vast recreational area . . . just 20 minutes from beautiful Pine View Lake and skiing at Snow Basin.

FOR FURTHER INFORMATION, CONTACT

WEBER COUNTY INDUSTRIAL BUREAU

SUITE 1214, FIRST SECURITY BANK BUILDING
OGDEN, UTAH

Correspondence and negotiations are confidential

UTAH

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1956														
		Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Weber	101	109,211	.0567	3,677	.0574	94	93	26,994	5,867	9,848	9,503	7,676	15,666	8,226	12,137	3,967
▲Ogden		97,975	.0509		.0431	109	128	23,582	4,993	9,260	9,503	6,185	14,868	6,280	10,686	3,794
Total Above Cities		579,769	.3011		.2419	115	143	113,285	32,152	92,932	37,537	33,549	112,869	42,915	35,621	22,107
State Total		869,214	.4515	3,858	.4452	91	93	177,251	51,479	128,614	43,187	45,013	166,048	80,449	66,539	32,237
METRO. AREAS		RETAIL SALES—SM ESTIMATES, 1956														
Ogden	101	109,211	.0567	3,677	.0574	94	93	26,994	5,867	9,848	9,503	7,676	15,666	8,226	12,137	3,967
△Provo	247	81,481	.0423	3,122	.0466	77	70	18,765	3,780	12,931	3,640	4,091	16,229	8,597	5,640	3,378
Salt Lake City	125	442,765	.2300	4,822	.2077	108	118	90,170	26,578	74,200	23,061	24,254	83,055	33,687	25,954	17,176
Total Above Areas		633,457	.3290	4,178	.3117	98	104	135,929	36,225	96,977	36,204	36,021	114,950	50,510	43,731	24,521

VERMONT — (Other New England States: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island.)

Map, page 716

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Barre	Washington	11.3	194	32	11	22	27	16	15	19	13	8
Bennington	Bennington	8.0	163	29	22	8	14	17	14	13	8	3
Brattleboro	Windham	12.3	*	*	*	*	*	*	*	*	*	*
Burlington	Chittenden	35.8	397	85	44	36	49	33	27	31	19	13
Montpelier	Washington	9.1	127	19	19	12	14	8	6	10	13	4
Rutland	Rutland	18.1	254	54	34	18	24	18	16	30	13	16
St. Albans	Franklin	9.0	149	26	18	6	13	12	6	16	10	1
St. Johnsbury	Caledonia	8.4	134	18	19	10	14	11	12	16	8	6

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME—SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Addison		19.5	.0115	4.9	3.7	25,548	.0090	1,310	5,214	7.2	3,552	43.8	18.9	29.8	29.0	20.5	30.8	3.9	9.2	2.2	12.1
Bennington		24.3	.0144	7.4	8.0	37,412	.0132	1,540	5,056	8.5	4,379	29.1	10.2	31.6	25.0	29.7	36.1	6.3	12.2	3.3	16.5
Bennington		8.0	.0047	2.5		13,263	.0047	1,658	5,305	3.0	4,448	25.8	8.9	30.8	23.9	33.2	39.9	7.3	13.9	2.9	13.4
Caledonia		22.9	.0136	6.8	8.4	28,414	.0100	1,241	4,179	7.5	3,780	35.9	14.6	33.0	30.3	25.0	35.3	4.0	8.8	2.1	11.0
St. Johnsbury		8.4	.0050	2.6		12,865	.0045	1,532	4,948	3.0	4,333	28.9	10.2	32.6	26.1	29.6	36.5	5.7	11.1	3.2	16.1
Chittenden	188	67.0	.0397	17.8	47.3	98,844	.0348	1,475	5,553	23.1	4,273	35.3	12.7	28.5	23.2	26.1	32.6	6.4	12.5	3.7	19.0
△Burlington		35.8	.0212	9.8		60,132	.0212	1,680	6,136	13.9	4,335	35.9	12.7	27.6	22.1	25.8	31.8	6.7	13.0	4.0	20.4
Essex		5.7	.0034	1.7		7,788	.0027	1,366	4,581	1.9	4,112	33.8	12.6	29.1	24.5	28.6	37.1	5.8	11.9	2.7	13.9
Franklin		29.2	.0173	7.9	9.0	38,306	.0135	1,312	4,849	9.2	4,169	35.4	13.0	30.1	25.1	25.3	32.4	5.8	11.6	3.4	17.9
St. Albans		9.0	.0053	2.5		14,538	.0051	1,615	5,815	3.1	4,676	27.6	9.1	27.7	20.5	33.0	37.7	7.7	13.8	4.0	18.9
Grand Isle		3.2	.0019	.8		3,652	.0013	1,141	4,565	1.0	3,674	35.5	14.8	35.8	33.7	22.6	32.9	4.4	10.1	1.7	8.5
Lamoille		11.0	.0065	2.8		13,999	.0050	1,273	5,000	3.6	3,869	37.7	14.9	34.3	30.9	20.9	25.8	4.1	8.8	3.0	16.6
Orange		16.1	.0095	4.5		20,042	.0070	1,245	4,454	5.6	3,590	40.8	17.4	31.7	30.8	21.6	32.1	3.9	9.0	2.0	10.7

*Not Available.

© SM, 1957.

Before using these figures, read foreword, page 11.

NEW INDUSTRIES and NEW PLANTS MAKE THE VERMONT MARKET

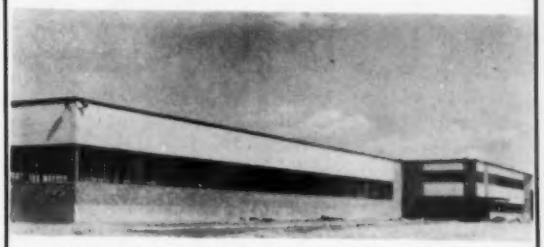
Sweeter than Ever!

The Vermont market is rapidly and steadily expanding. New industries are coming into the state, established firms are growing, and national businesses are locating branches here. All this means bigger, better payrolls . . . new buying dollars!

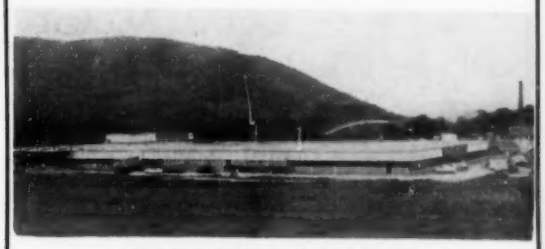
Reach the consumers in this growing market by using just one newspaper group: the VERMONT ALLIED DAILIES. These six papers are read by more than 2 out of 3 Vermont families, and cover the area where 94.1% of the state's buying income is located, and 93.8% of the state's retail sales are made. It's the easiest, most effective way to sell the sweet Vermont market!



VERMONT IS A SWEET MARKET



IBM MOVES INTO BURLINGTON AREA



BRATTLEBORO WELCOMES GEORGE McKIBBIN & SON, INC.



ROCK OF AGES BUILDS NEW MILLION-AND-ONE-HALF DOLLAR PLANT IN BARRE

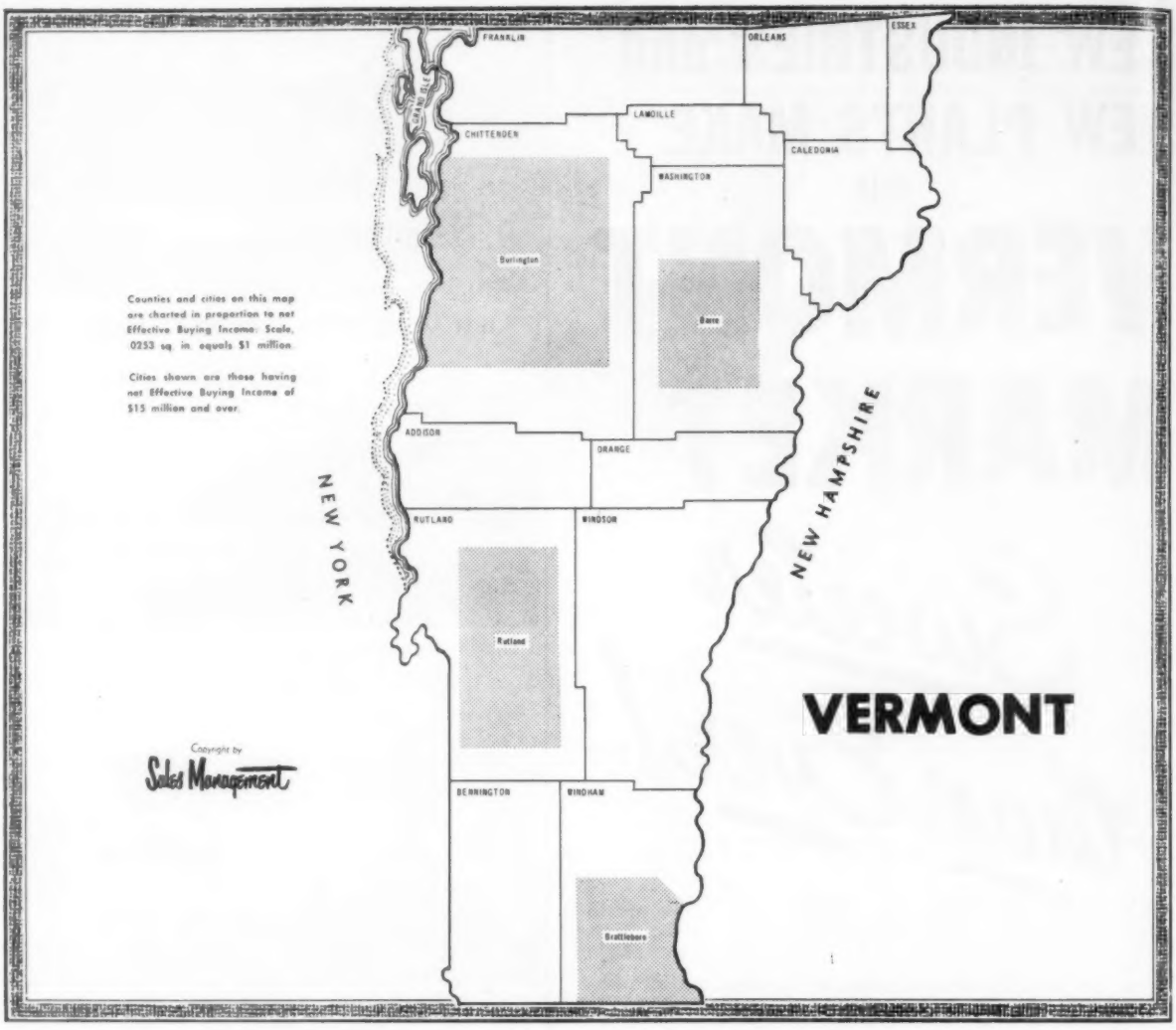


GENERAL ELECTRIC LOCATES IN RUTLAND

VERMONT ALLIED DAILIES

Barre Times • Bennington Banner • Burlington Free Press

Brattleboro Reformer • Rutland Herald • St. Johnsbury Caledonian-Record



"TALK ABOUT A SOLID MARKET"

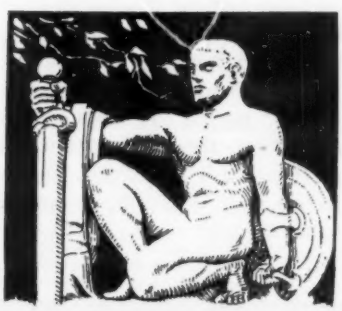
...JUST LISTEN TO THIS...

Barre, shopping center for a rich area where the average family income ranks first in the state, derives income from granite, diversified industries and agriculture. Its $5059* income per consumer spending unit is Vermont's highest; its county income has shot up $7 MILLION in one year! Sell this great market by using the BARRE TIMES, the daily that gives you COMPLETE coverage in Washington and Orange Counties!

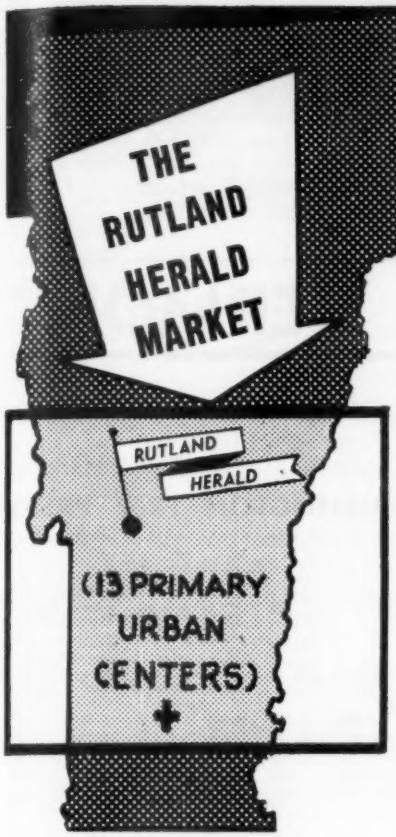
BARRE TIMES

VERMONT'S LARGEST EVENING DAILY

*Sales Management Figures
Represented nationally by Julius Mathews Special Agency



GRANITE CENTER OF THE WORLD
BARRE, VERMONT



BIGGER

THAN IT LOOKS!!!

84.4% FAMILY CIRCULATION SATURATION IN CENTRAL VERMONT'S 13 PRIMARY URBAN CENTERS

The Central Vermont market is a dynamic one . . . with extra consumer dollars . . . a greater sales potential! General Electric has just located a plant here; Tampax and Howe Scale have expanded their facilities, and all indications point to 1957 as an even greater year! Your best buy — your ONLY buy if you want fullest possible coverage of this market — is The Rutland Daily Herald, with 84.4% family circulation in Central Vermont's 13 primary urban centers . . . PLUS IMPORTANT BONUS COVERAGE.

RUTLAND HERALD

Represented nationally by Gilman, Nicoll & Ruthman

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VERMONT COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Orleans		20.1	.0119	5.5	5.1	24,183	.0085	1,203	4,397	6.2	3,904	36.6	14.4	34.8	30.8	21.0	28.8	4.7	10.1	2.9	15.9
Rutland		44.0	.0261	12.7	16.1	60,285	.0213	1,370	4,747	14.3	4,213	31.5	11.5	31.5	25.9	28.0	35.5	6.0	12.0	3.0	15.1
Rutland		18.1	.0107	5.4		27,396	.0097	1,514	5,073	6.0	4,546	26.5	8.9	30.5	23.4	32.2	37.8	7.3	13.4	3.5	16.5
Washington		43.5	.0258	12.1	22.6	65,634	.0231	1,509	5,424	14.8	4,433	31.2	10.8	28.2	22.0	30.2	36.3	6.8	13.0	3.6	17.9
Barre		11.3	.0067	3.4		20,498	.0072	1,806	6,002	4.0	5,059	24.0	7.3	26.6	18.3	35.9	37.8	8.4	14.0	5.1	22.6
Montpelier		9.1	.0054	2.6		17,275	.0061	1,898	6,644	3.6	4,804	28.1	9.0	26.8	19.4	32.0	35.5	8.5	14.9	4.6	21.2
Windham		27.7	.0164	8.1	16.2	41,435	.0146	1,496	5,115	10.1	4,119	31.8	11.8	32.5	27.4	27.4	35.5	5.8	11.8	2.7	13.5
Brattleboro		12.3	.0073	3.8		20,256	.0071	0,647	5,331	4.7	4,345	29.3	10.4	32.0	25.4	29.2	35.8	6.3	12.3	3.2	16.1
Windsor		41.2	.0244	12.2	8.7	63,500	.0224	1,541	5,205	13.7	4,649	27.8	9.2	30.3	22.6	30.6	35.1	7.0	12.7	4.3	20.4
Total Above Cities		112.0	.0663	32.6		186,133	.0656	1,662	5,710	41.2	4,513	30.1	10.2	29.0	22.2	30.0	35.5	7.1	13.3	3.8	18.8
State Total		375.4	.2224	105.2	147.1	529,042	.1864	1,409	5,029	126.7	4,176	33.7	12.4	30.7	25.4	26.6	34.0	5.8	11.7	3.2	16.5

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Burlington	188	67.0	.0397	17.8	47.3	98,844	.0348	1,475	5,553

METRO. AREA	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Area		67.0	.0397	17.8	47.3	98,844	.0348	1,475	5,553

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($'000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Addison		17,038	.0088	3,477	.0095	83	77	4,230	680	1,373	569	276	3,123	1,592	1,474	467
Bennington		30,599	.0159	4,135	.0142	99	110	7,476	1,666	1,866	1,536	1,422	6,608	1,982	2,405	687
Bennington		17,369	.0090		.0060	128	191	4,503	775	748	857	879	4,202	669	765	366
Caledonia		26,041	.0136	3,830	.0118	87	100	5,703	1,160	2,064	1,508	1,700	5,265	2,067	1,583	684
St. Johnsbury		13,150	.0068		.0053	106	136	2,818	706	942	975	717	4,020	1,080	693	420

SM, 1957.

Before using these figures, read foreword, page 11.

IBM

IBM Plans Vermont Plant

BURLINGTON, Vt.—International Business Machines Corp. disclosed plans to set up manufacturing facilities for its data processing division near here. The company said it has signed a ten year lease for an existing 40,000 square foot plant in Essex Junction, Vt., about six miles east of Burlington. The factory, which marks IBM's first manufacturing entry into New England, was leased from Greater Burlington Industrial Corp., and its subsidiary, Cynosure, Inc., IBM said.

Selects BURLINGTON, VERMONT out of 200 cities . . .

★ Better include Vermont and Burlington when selecting Quality Markets.

THE BURLINGTON FREE PRESS

Represented by Johnson, Kent, Gavin & Sinding, Inc.

VERMONT

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	RETAIL SALES—SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Chittenden	188	80,549	.0418	4,525	.0379	95	105	18,050	4,162	11,686	5,646	5,772	13,629	4,238	4,095	1,747
△Burlington		61,859	.0321		.0245	116	151	11,858	3,149	10,901	5,281	5,195	12,030	2,296	2,726	1,483
Essex		3,559	.0019	2,094	.0026	78	56	1,630	216	328	34	175	159	385	90	58
Franklin		29,629	.0153	3,751	.0148	86	88	8,785	851	1,685	1,257	724	3,959	3,322	1,473	743
St. Albans		15,650	.0081		.0080	113	153	4,128	476	828	792	650	2,719	1,561	932	514
Grand Isle		2,078	.0011	2,595	.0014	74	58	661	161	477	...	...	47	...	372	...
Lamoille		13,085	.0068	4,673	.0058	89	105	2,353	483	1,027	372	443	2,495	1,079	1,037	390
Orange		15,806	.0082	3,512	.0079	83	88	2,318	403	1,794	372	499	3,258	1,122	2,030	478
Orleans		22,794	.0119	4,144	.0102	88	109	4,804	624	2,461	1,003	585	4,968	1,337	1,310	483
Rutland		54,516	.0283	4,293	.0243	93	108	12,856	2,391	5,891	2,982	2,263	10,903	3,486	2,677	1,225
Rutland		35,263	.0183		.0125	117	171	7,825	1,697	4,793	2,290	1,346	7,888	1,884	1,563	858
Washington		45,774	.0238	3,783	.0239	93	92	10,739	1,930	4,849	2,142	2,662	9,354	3,161	3,326	948
Barre		21,628	.0112		.0083	124	167	4,624	635	2,954	1,296	1,666	4,575	1,035	1,598	530
Montpelier		11,295	.0059		.0059	109	109	2,519	716	367	770	504	2,691	757	1,123	210
Windham		39,815	.0207	4,915	.0188	102	126	9,693	1,923	3,521	1,707	1,280	7,969	2,247	2,586	1,005
Brattleboro		25,511	.0133		.0090	123	182	5,046	1,276	2,833	917	1,000	5,674	874	1,790	656
Windsor		48,134	.0250	3,945	.0236	97	102	11,902	2,443	2,735	1,826	1,745	11,242	3,265	3,972	873
Total Above Cities		201,754	.1047		.0775	117	158	43,321	9,498	24,366	13,178	11,957	43,799	10,156	11,190	5,037
State Total		429,415	.2231	4,082	.2047	92	100	100,894	19,093	41,757	20,954	19,528	82,979	29,263	27,510	9,786
METRO. AREA		RETAIL SALES—SM ESTIMATES, 1956														
△Burlington	188	80,549	.0418	4,525	.0379	95	105	18,050	4,162	11,686	5,646	5,772	13,629	4,238	4,095	1,747
Total Above Area		80,549	.0418	4,525	.0379	95	105	18,050	4,162	11,686	5,646	5,772	13,629	4,238	4,095	1,747

VIRGINIA —

(Other East South Central States: Delaware District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, West Virginia.)

Map, page 727 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alexandria	Arlington	89.1	581	130	102	52	54	29	27	61	26	24
Bristol	Washington	17.4	257	76	29	23	19	18	16	35	7	3
Charlottesville	Albemarle	29.2	326	63	59	15	35	20	23	39	7	9
Covington	Alleghany	12.2	141	31	19	12	8	11	9	23	5	7
Culpeper	Culpeper	2.7	121	19	18	14	8	9	10	11	7	5
Danville	Pittsylvania	47.8	627	194	90	46	40	41	39	84	24	16
Falls Church	Fairfax	9.6	170	29	11	32	23	8	8	29	8	6
Farmville	Prince Edward	4.6	92	19	10	11	5	4	11	10	11	3
Fredericksburg	Spotsylvania	14.5	267	51	50	19	27	13	21	33	17	7
Front Royal	Warren	9.5	182	22	27	12	13	8	13	22	7	5
Hampton-Newport News		76.8	477	110	107	28	38	26	27	54	17	16
Harrisonburg	Rockingham	12.0	200	35	21	15	16	12	23	21	10	7
Hopewell	Prince George	22.3	146	39	20	9	18	7	9	15	7	2
Lynchburg	Campbell	52.2	537	123	85	45	43	40	34	61	26	15
Marion	Smyth	7.5	145	28	16	14	11	12	14	15	10	3
Martinsville	Henry	21.0	238	59	33	21	22	14	16	32	7	7
Newport News	Newport News	47.3	614	140	142	39	68	47	26	51	17	25
Norfolk	Norfolk	304.2	2,335	545	458	149	245	157	94	217	79	87

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Before using these figures, read foreword, page 11.



HIGH INCOME, 1956:
Per Family $5,809
Per Capita $1,577

IN VIRGINIA . . . ALL EYES ARE ON

WAYNESBORO

Where Industry, Agriculture & Retailing
Mean More Business for Advertisers!

PROOF That Advertisers Profit By Using The

WAYNESBORO NEWS-VIRGINIAN

Member ABC, AP — Waynesboro, Virginia

Verified by VPA Advertising Lineage Report for 1956,
showing the NEWS-VIRGINIAN carried *MORE* LOCAL DISPLAY ADVERTISING LINEAGE than any of the other four Daily Newspapers serving Virginia's Shenandoah Valley!

VIRGINIA City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Petersburg	Dinwiddie	38.3	473	136	81	24	55	21	24	40	17	13
Portsmouth	Norfolk	102.7	802	242	136	58	70	51	36	59	16	24
Pulaski	Pulaski	9.7	201	60	30	17	19	17	12	19	8	4
Richmond	Henrico	242.6	2,641	678	460	265	199	143	93	302	82	95
Roanoke	Roanoke	101.9	1,043	255	175	110	92	59	65	105	31	37
Salem	Roanoke	9.7	142	29	22	11	9	14	11	21	5	4
South Boston	Halifax	6.6	146	27	11	13	17	15	12	15	7	5
South Norfolk	Norfolk	26.8	135	54	24	11	1	6	5	17	5	5
Staunton	Augusta	24.5	251	51	31	20	22	19	21	48	9	6
Suffolk	Nansemond	12.9	293	103	27	20	27	14	19	38	8	8
Virginia Beach	Princess Anne	8.3	168	13	58	17	12	5	10	13	2	7
Warwick	Newport News	60.4	284	68	53	28	9	10	15	42	11	7
Waynesboro	Augusta	15.1	167	29	21	10	11	16	17	29	11	5
Williamsburg	James City	7.3	98	16	21	5	6	10	5	12	6	4
Winchester	Frederick	15.3	332	64	62	31	30	20	23	37	16	8
Wytheville	Wythe	6.1	132	21	19	11	8	5	10	21	8	3

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Accomac		34.7	.0205	10.1	2.9	37,324	.0131	1,076	3,695	11.4	3,270	49.2	22.4	28.1	29.0	17.3	27.4	3.3	8.3	2.1	12.9
1Albemarle		56.0	.0332	14.1	29.2	79,700	.0281	1,423	5,652	19.9	4,010	41.0	15.3	29.0	24.2	20.6	26.6	5.3	10.9	4.1	23.0
Charlottesville		29.2	.0173	8.0		49,040	.0173	1,679	6,130	11.4	4,304	36.1	12.5	29.7	23.3	23.4	28.2	6.2	11.7	4.6	24.4
2Alleghany		30.2	.0179	7.7	12.2	39,414	.0139	1,305	5,119	8.8	4,490	24.6	8.2	29.3	21.8	35.4	40.8	7.5	13.6	3.2	15.6
Covington		12.2	.0072	2.9		18,044	.0064	1,479	6,222	3.9	4,603	24.2	7.8	28.1	20.6	36.4	41.0	7.8	13.9	3.5	16.7
Amelia		8.2	.0049	1.7		6,187	.0022	755	3,639	2.0	3,042	51.5	25.2	30.8	34.1	13.6	23.2	2.3	6.2	1.8	11.3
Amherst		19.6	.0116	4.3	2.7	16,337	.0058	834	3,799	4.9	3,342	44.5	19.9	29.5	29.5	20.6	32.0	3.8	9.4	1.6	9.2
Appomattox		8.8	.0052	1.9		7,960	.0028	905	4,189	2.5	3,225	49.1	22.7	29.6	30.9	16.7	26.8	2.5	6.3	2.1	13.3
3Arlington	156	249.7	.1473	73.6	224.5	781,564	.2883	3,062	10,347	93.9	8,110	12.7	2.3	15.9	6.6	33.6	21.5	22.8	23.0	15.0	46.6
Alexandria		90.1	.0528	26.7		247,118	.0871	2,773	9,255	31.9	7,748	13.4	2.6	17.2	7.5	34.5	23.0	21.1	22.2	13.8	44.7
4Augusta		72.0	.0427	18.0	39.6	90,634	.0319	1,259	5,035	20.3	4,475	28.6	9.5	30.5	23.0	29.4	34.1	7.5	13.6	4.0	19.8
Staunton		24.5	.0145	6.1		34,308	.0121	1,400	5,624	7.7	4,475	29.4	9.8	31.5	23.6	27.6	32.0	7.3	13.3	4.2	21.3
Waynesboro		15.1	.0089	4.1		23,816	.0084	1,577	5,809	4.6	5,127	22.9	6.6	26.7	17.5	34.9	35.3	10.0	16.0	5.5	24.6
Bath		5.9	.0035	1.5		5,821	.0021	987	3,881	1.8	3,227	48.4	22.4	29.1	30.2	16.9	27.2	3.8	9.7	1.8	10.5
Bedford		29.7	.0176	7.4	4.1	27,607	.0097	930	3,731	7.8	3,535	42.5	17.9	30.3	28.9	20.5	30.1	4.4	10.1	2.3	13.0
Bland		6.2	.0036	1.4		4,559	.0016	735	3,256	1.4	3,188	49.8	23.2	29.1	30.8	17.5	28.5	1.8	4.7	2.0	13.0
Botetourt		16.0	.0095	3.9		15,226	.0054	952	3,904	4.2	3,630	36.2	15.7	33.7	31.3	21.7	31.0	4.1	9.3	2.3	12.7
Brunswick		20.4	.0121	4.2		15,432	.0054	756	3,674	5.2	2,943	52.5	26.6	29.7	34.0	14.4	25.3	2.1	5.9	1.3	8.2

1 Albemarle County combined with Charlottesville (Independent City).
2 Alleghany County combined with Clifton Forge (Independent City).
3 Arlington County combined with Alexandria (Independent City).
4 Augusta County combined with Staunton and Waynesboro (Independent Cities).

Before using these figures, read foreword, page 11.

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Check

STAUNTON, VIRGINIA

These industrial leaders did, and located here in the Shenandoah Valley:

- **A S R Corporation**
- **Reynolds Metals**
- **General Electric**
- **Westinghouse**

Industrial Department, Chamber of Commerce

WATCH FOR

JULY 10, 1957

The Survey of Industrial Buying Power

The Survey of Industrial Buying Power, for years a regular feature of the May 10 Survey of Buying Power, comes into its own this year — and will be published as a *separate issue* of Sales Management.

Publication date: July 10.

PETERSBURG HOPEWELL

Thriving Triangle

COLONIAL HEIGHTS

IRGINIA'S

big, fast-growing

Metropolitan Area

of Petersburg, Hopewell and Colonial Heights

5th Market in ...

*A.B.C. 9-30-56

†All Sales Figures 1957 S.M. Survey of Buying Power

- City Zone POPULATION*
- Per Family INCOME†
- Retail FOOD SALES†
- AUTOMOTIVE SALES†
- Effective Buying INCOME†
- Total RETAIL SALES†
- GASOLINE Ser. SALES†
- Retail APPAREL SALES†

1957 FACTS!

POPULATION	98,000
FAMILIES	23,100
TOTAL E.B.I.	$128,364,000
TOTAL Ret. Sales	102,913,000

RETAIL SALES

FOOD	$26,093,000
GEN. MDSE.	10,863,000
APPAREL	6,759,000
F-H-R	5,576,000
AUTOMOTIVE	17,684,000
GAS STATIONS	8,818,000
LUM.-BLDG.-HDWE.	5,959,000
DRUGS	3,143,000

2nd in Per Family Retail Sales!

If you want to SELL VIRGINIA . . . you must sell Virginia's Thriving Triangle!

And to do that, you *must have* the **dominant, intensively local coverage and undivided attention** provided by these TWO Independently Published Virginia Newspapers.

ONE LOW COST puts your ad in BOTH!

The Progress-Index
PETERSBURG, VIRGINIA
Evenings and Sunday

and

THE HOPEWELL NEWS
HOPEWELL, VIRGINIA
Evenings except Saturday

National Representatives JOHNSON, KENT, GAVIN & SINDING, INC.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Buchanan		40.7	.0241	8.1		29,328	.0104	721	3,621	8.4	3,475	34.7	14.9	41.6	40.2	18.7	28.0	3.3	7.7	1.7	9.2
Buckingham		11.5	.0068	2.5		8,408	.0029	731	3,363	2.9	2,916	52.9	27.0	28.4	32.8	14.8	26.3	2.9	8.2	1.0	5.7
§Campbell	225	81.9	.0485	21.6	56.3	112,676	.0397	1,376	5,216	25.7	4,377	32.6	11.1	29.2	22.4	27.5	32.6	6.5	12.1	4.2	21.8
△Lynchburg		52.2	.0309	14.9		81,555	.0287	1,562	5,473	18.0	4,521	31.9	10.5	28.5	21.2	28.0	32.1	6.9	12.4	4.7	23.8
Caroline		12.0	.0071	2.6		10,180	.0036	848	3,915	3.0	3,402	45.1	19.7	30.9	30.7	18.1	27.6	3.7	8.8	2.2	13.2
Carroll		27.8	.0165	6.8	2.9	21,055	.0074	757	3,096	7.0	3,001	50.9	25.2	32.0	36.0	13.5	23.3	2.0	5.4	1.6	10.1
Charlotte		13.6	.0081	3.1		8,859	.0032	651	2,858	3.3	2,723	52.9	28.9	31.6	39.1	13.7	26.1	1.6	4.7	.2	1.2
Charles City		4.7	.0028	.9		3,163	.0011	673	3,514	1.0	3,231	46.2	21.3	33.4	34.8	16.0	25.7	2.5	6.2	1.9	12.0
Chesterfield	117	51.5	.0305	12.6	10.8	78,375	.0276	1,522	6,220	16.0	4,902	27.0	8.2	22.7	15.7	35.8	37.8	9.7	16.1	4.8	22.2
Clarke		7.3	.0043	1.8		8,390	.0029	1,149	4,661	2.1	4,059	38.0	13.9	33.0	27.5	20.4	26.0	4.2	8.4	4.4	24.2
Craig		2.8	.0016	.7		2,044	.0008	730	2,920	.7	2,831	49.6	26.1	38.9	46.3	9.6	17.5	.7	2.0	1.2	8.1
Culpeper		13.6	.0081	3.3	2.7	13,737	.0048	1,010	4,163	4.0	3,477	47.3	20.3	28.7	27.8	17.2	25.6	4.1	9.8	2.7	16.7
Culpeper		2.7	.0016	.9		4,510	.0016	1,670	5,011	1.1	4,111	35.8	13.0	30.4	24.9	22.8	28.7	7.5	14.9	3.5	18.5
Cumberland		6.8	.0040	1.6		4,732	.0017	696	2,958	1.7	2,721	61.5	33.7	26.2	32.4	8.6	16.4	2.1	6.2	1.6	11.3
Dickenson		25.1	.0149	5.2		18,424	.0065	734	3,543	5.5	3,370	37.6	16.6	39.0	39.0	18.9	29.0	3.2	7.7	1.4	7.7

§ Campbell County combined with Lynchburg (Independent City).
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.

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The One Buy That Takes You Most of the Way in Virginia

Sell Virginia thoroughly . . . and economically. Start with the one buy that gives your campaign scope and effectiveness right from the start. That's WTVR of course. The WTVR sales area packages 60% of the state's retail sales, 58% of its income, 57% of its population and 57% of its families. Buying power averages $5,767 per family throughout this rich area, retail purchases $3,800.

For maximum volume and brand dominance in Virginia, make your first choice WTVR—first TV station in Virginia and the South . . . unmatched in teleselling experience.

VIRGINIA	MD. & N. C.	TOTAL
POPULATION		
2,113,600	141,600	2,255,200
FAMILIES		
543,100	31,400	574,500
INCOME		
$3,132,226,000	$133,704,000	$3,265,930,000
RETAIL SALES		
$2,064,023,000	$93,275,000	$2,157,298,000

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
6Dinwiddie	243	57.0	.0338	14.0	38.8	64,559	.0227	1,133	4,611	16.0	4,023	35.6	13.2	31.3	26.1	24.0	31.0	5.8	11.8	3.3	17.9
△*Petersburg-Hopewell-Colonial Heights*		*68.1*	*.0403*	*19.1*		*28,655*	*.0330*	*1,375*	*4,909*												
△Petersburg		38.8	.0230	11.3		52,617	.0185	1,356	4,656	12.7	4,146	33.7	12.1	31.5	25.5	25.1	31.4	6.2	12.3	3.5	18.7
7Elizabeth City																					
Essex		6.1	.0036	1.4		5,018	.0018	823	3,584	1.6	3,219	51.2	23.7	27.6	28.9	15.8	25.5	3.2	8.1	2.2	13.8
8Fairfax	157	181.8	.1076	45.2	36.6	392,968	.1385	2,164	8,694	59.2	6,640	21.2	4.8	18.6	9.4	31.9	24.9	17.6	21.7	10.7	39.2
Falls Church		9.6	.0057	2.8		26,894	.0095	2,801	9,605	2.9	9,381	8.1	1.3	11.8	4.2	34.7	19.2	26.4	23.0	19.0	52.3
Fauquier		21.7	.0128	5.4		23,831	.0084	1,098	4,413	6.9	3,462	49.3	21.2	29.1	28.3	14.8	22.1	3.7	8.7	3.1	19.7
Floyd		11.5	.0068	2.7		8,033	.0028	699	2,975	3.0	2,650	58.6	32.9	28.3	36.0	10.6	20.7	1.6	5.0	.9	5.4
Fluvanna		6.3	.0038	1.6		5,701	.0020	905	3,563	1.9	3,070	54.9	26.6	24.7	27.3	14.8	24.9	3.8	10.0	1.8	11.2
Franklin		24.8	.0146	5.7		18,611	.0066	750	3,265	6.1	3,075	48.8	23.6	31.2	34.3	15.7	26.4	2.9	7.6	1.4	8.1
9Frederick		34.8	.0207	9.6	15.3	43,140	.0152	1,240	4,494	10.6	4,063	33.9	12.4	32.3	26.7	25.2	31.9	5.1	10.2	3.5	18.8
Winchester		15.3	.0091	4.7		24,040	.0085	1,571	5,115	5.3	4,520	30.8	10.2	30.8	22.9	27.4	31.5	6.2	11.1	4.8	24.3
Giles		21.8	.0129	5.1	2.9	24,499	.0086	1,124	4,804	5.8	4,247	27.0	9.5	29.2	23.1	34.3	41.9	7.0	13.5	2.5	12.0
Gloucester		10.4	.0061	2.9		9,199	.0032	885	3,172	3.1	2,956	51.4	25.9	30.0	34.2	14.4	25.2	3.2	8.8	1.0	5.9
Goochland		9.1	.0054	1.7		6,564	.0023	721	3,861	2.1	3,153	49.4	23.4	32.2	34.3	13.9	22.8	2.5	6.6	2.0	12.9
Grayson		21.7	.0129	5.6	2.7	19,558	.0069	901	3,493	5.9	3,308	47.0	21.2	31.9	32.5	15.9	24.9	2.9	7.1	2.3	14.3
Greene		4.6	.0027	1.1		3,460	.0012	752	3,145	1.1	3,120	45.8	21.9	33.2	35.8	17.7	29.4	1.9	5.0	1.4	7.9
Greensville		17.0	.0101	3.9	6.0	14,834	.0053	873	3,804	4.1	3,597	43.9	18.2	31.5	29.4	17.0	24.5	4.8	10.9	2.8	17.0
Halifax		40.4	.0239	9.2	6.6	32,083	.0113	794	3,487	9.7	3,313	45.6	20.5	30.0	30.5	18.5	28.9	4.2	10.3	1.7	9.8
South Boston		6.6	.0039	1.7		8,740	.0031	1,324	5,141	2.1	4,096	31.3	11.4	31.3	25.7	28.0	35.5	6.6	13.1	2.8	14.3
Hanover		23.5	.0139	5.6	2.8	25,886	.0091	1,101	4,619	6.6	3,935	38.7	14.6	29.1	24.6	22.5	29.7	6.6	13.6	3.1	17.1
10Henrico	117	318.6	.1888	89.2	291.2	579,279	.2041	1,818	6,494	107.8	5,373	25.3	7.0	26.3	16.4	30.7	29.6	10.7	16.3	7.0	30.7
▲Richmond		242.6	.1437	69.5		476,170	.1678	1,963	6,841	90.0	5,288	26.3	7.4	26.9	17.1	29.7	29.1	10.3	15.6	6.9	30.6
11Henry		53.3	.0315	12.8	24.8	63,809	.0225	1,197	4,985	14.8	4,318	27.6	9.5	34.4	26.8	27.9	33.5	6.7	12.7	3.4	17.5
Martinsville		21.0	.0124	5.4		30,260	.0107	1,441	5,604	6.5	4,629	26.1	8.4	33.1	24.0	28.7	32.2	7.6	13.4	4.5	22.0

6 Dinwiddie County combined with Petersburg (Independent City).
7 In 1952 the counties of Elizabeth City and Warwick officially became the Independent Cities of Hampton and Warwick. Since the Independent City of Newport News had been grouped previously with these counties, it is now included along with the cities of Hampton and Warwick as a new "county" called Newport News, to keep the state total additive.
8 Fairfax County combined with Falls Church (Independent City).
9 Frederick County combined with Winchester (Independent City).
10 Henrico County combined with Richmond (Independent City).
11 Henry County combined with Martinsville (Independent City).
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures, read foreword, page 11.
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units											
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Highland		3.8	.0023	.8		2,534	.0009	667	3,168	1.0	2,607	59.6	34.1	27.6	35.5	10.9	21.7	1.1	3.6	.8	5.1
Isle of Wight		15.4	.0091	3.5		15,967	.0056	1,037	4,562	4.1	3,923	37.3	14.2	29.9	25.7	24.5	32.4	5.2	10.7	3.1	17.0
12James City		15.0	.0089	2.7	7.3	17,665	.0062	1,178	6,544	5.1	3,437	50.0	21.7	25.2	24.6	17.1	25.8	5.1	12.2	2.6	15.7
Williamsburg		7.3	.0043	1.2		12,382	.0044	1,696	10,318	2.2	5,515	22.2	6.0	27.7	16.9	31.9	30.0	11.0	16.3	7.2	30.8
King and Queen		6.5	.0039	1.4		5,259	.0019	809	3,756	1.8	2,966	50.9	25.6	30.9	35.1	13.8	24.1	3.3	9.0	1.1	6.2
King George		7.1	.0042	1.8		8,864	.0031	1,240	4,891	2.3	3,858	36.6	14.2	30.9	29.8	23.6	31.7	6.4	13.6	2.5	13.7
King William		7.8	.0046	1.9		7,682	.0027	985	4,043	2.1	3,605	43.4	17.9	29.1	27.2	20.4	29.3	4.5	10.1	2.6	15.5
Lancaster		8.2	.0048	2.2		8,106	.0029	989	3,685	2.5	3,206	47.8	22.2	30.3	31.7	17.1	27.7	3.1	7.9	1.7	10.5
Lee		36.1	.0214	8.0		23,595	.0063	654	2,949	8.3	2,844	48.5	25.4	35.7	42.3	13.7	24.9	1.5	4.3	.6	3.1
Loudoun		21.5	.0128	5.1		24,268	.0085	1,129	4,758	6.1	3,951	43.4	18.4	29.4	28.1	18.3	23.9	4.5	9.3	4.4	25.3
Louisa		12.5	.0074	3.0		9,348	.0033	748	3,115	3.2	2,929	51.4	26.2	30.1	34.4	14.9	26.4	2.6	7.3	1.0	5.7
Lunenburg		14.3	.0084	3.4		13,790	.0049	964	4,056	4.0	3,467	43.6	18.7	29.1	28.3	20.6	30.7	4.8	11.3	1.9	11.0
Madison		8.5	.0051	2.1		5,872	.0020	691	2,796	2.2	2,684	57.3	31.8	28.4	35.8	11.3	21.8	2.4	7.4	.6	3.4
Mathews		6.3	.0037	1.6		8,053	.0022	961	3,783	2.0	3,104	53.1	23.5	28.1	28.3	16.0	26.7	3.0	7.8	1.8	11.7
Mecklenburg		35.0	.0207	8.1	2.7	33,091	.0116	945	4,085	9.2	3,594	41.4	17.2	30.8	28.8	21.1	30.5	4.6	10.5	2.3	13.3
Middlesex		6.9	.0041	1.9		6,200	.0022	899	3,263	2.2	2,860	55.0	28.7	29.4	34.5	12.5	22.7	1.7	4.9	1.4	9.2
13Montgomery		43.7	.0259	10.6	17.6	55,195	.0195	1,263	5,207	16.1	3,429	45.7	19.9	27.4	27.1	20.3	30.7	4.6	10.9	2.0	11.4
14Nansemond		39.6	.0235	10.1	18.5	41,947	.0148	1,059	4,153	11.4	3,664	41.8	17.0	30.2	27.7	21.1	29.9	4.2	9.4	2.7	16.0
Suffolk		12.9	.0076	3.7		19,563	.0069	1,526	5,320	4.5	4,419	32.4	10.9	29.0	23.3	27.5	32.3	6.7	12.3	4.4	22.3
Nelson		13.5	.0080	3.2		9,712	.0034	719	3,035	3.3	2,965	49.8	24.9	32.0	36.3	15.4	26.9	2.0	5.4	1.1	6.5
New Kent		4.8	.0023	1.0		3,556	.0012	888	3,550	1.1	3,287	45.1	20.5	28.5	29.3	21.8	34.3	3.1	7.6	1.5	8.3
7Newport News	61	184.5	.1093	48.3	184.5	301,183	.1062	1,632	6,236	67.2	4,479	29.8	9.9	27.0	20.3	31.0	35.8	8.4	15.4	3.8	18.6
▲*Newport News-Hampton-Warwick*		*184.5*	*.1093*	*48.3*		*301,183*	*.1062*	*1,632*	*6,236*												
15▲Newport News		47.3	.0280	13.5		73,909	.0260	1,563	5,478	17.2	4,309	30.1	10.4	29.7	23.3	29.4	35.3	7.4	14.0	3.4	17.0
▲Hampton		76.8	.0455	19.8		130,132	.0460	1,694	6,572	27.7	4,689	27.2	8.6	25.9	18.5	33.4	37.0	9.4	16.4	4.1	19.5
▲Warwick		60.4	.0358	15.0		97,152	.0342	1,608	6,477	22.3	4,350	32.9	11.3	26.3	20.4	29.1	34.7	8.0	15.0	3.7	18.6

7 In 1952 the counties of Elizabeth City and Warwick offically became the independent cities of Hampton and Warwick. Since the independent city of Newport News had previously been grouped with these counties, it is now included with them (Hampton and Warwick) as a new "county" called Newport News, to keep the state total additive.

12 James City County combined with Williamsburg (Independent City).

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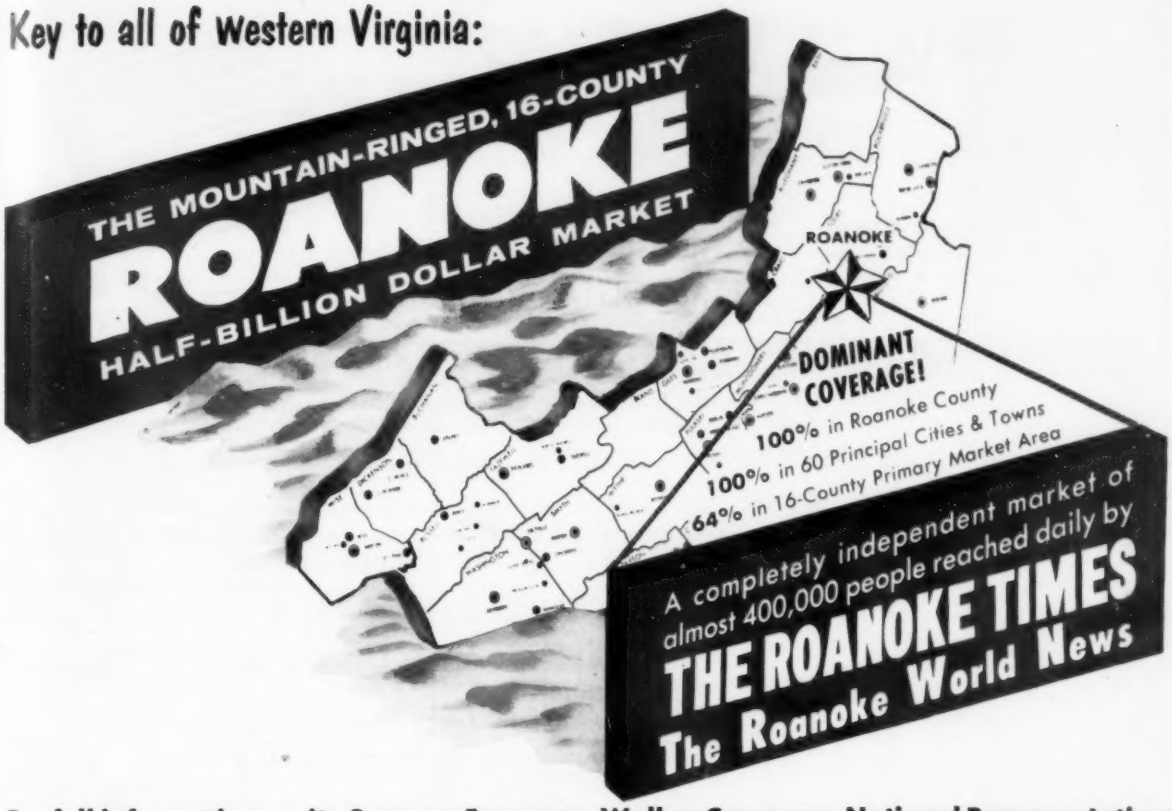
13 Montgomery County combined with Radford (Independent City).

14 Nansemond County combined with Suffolk (Independent City).

15 For certain marketing purposes Newport News may be regarded as included in the Norfolk-Portsmouth area.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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VIRGINIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
16Norfolk	100	474.3	.2810	132.2	465.3	819,203	.2886	1,727	6,197	189.6	4,321	33.1	11.4	27.4	21.4	28.3	33.9	7.5	14.2	3.7	19.1
▲*Norfolk-Portsmouth-South Norfolk*		*455.7*	*.8569*	*124.3*		*814,452*	*.2871*	*1,878*	*6,552*												
15▲Norfolk		304.2	.1802	88.3		602,136	.2122	1,979	6,819	137.4	4,384	33.3	11.3	27.0	20.7	28.0	33.1	7.7	14.4	4.0	20.5
▲Portsmouth		102.7	.0608	29.0		174,124	.0614	1,695	6,004	42.7	4,078	34.0	12.4	28.6	23.6	27.9	35.4	6.6	13.3	2.9	15.3
South Norfolk		26.8	.0159	7.0		38,192	.0135	1,425	5,456	8.4	4,524	26.6	8.8	27.3	20.2	34.2	39.2	8.5	15.4	3.4	16.4
Northampton		16.9	.0100	4.5		15,631	.0055	925	3,474	5.3	2,938	53.4	27.1	27.1	31.0	15.5	27.4	2.9	8.1	1.1	6.4
Northumberland		9.6	.0057	2.4		9,024	.0032	940	3,760	2.6	3,412	46.0	20.1	33.1	32.6	14.6	22.2	3.7	8.9	2.6	16.2
Nottoway		17.8	.0106	4.4	4.1	20,354	.0072	1,143	4,626	5.2	3,928	36.6	13.9	28.9	24.9	15.6	33.7	6.1	12.6	2.8	14.9
Orange		13.0	.0077	3.2	2.7	14,428	.0051	1,110	4,509	3.6	3,823	41.4	16.1	29.4	25.9	20.8	28.2	5.1	10.9	3.3	18.9
Page		15.2	.0090	3.8	2.7	14,067	.0049	927	3,707	4.1	3,444	43.3	18.7	29.7	29.1	21.6	32.5	3.4	8.1	2.0	11.6
Patrick		15.6	.0092	3.6		12,114	.0043	777	3,365	4.0	3,039	49.4	24.2	31.7	35.1	14.5	24.7	3.1	8.3	1.3	7.7
17Pittsylvania	196	111.0	.0658	27.5	52.7	127,814	.0450	1,151	4,648	30.3	4,214	33.2	11.7	31.4	25.2	25.0	30.7	6.7	12.9	3.7	19.5
△Danville		47.8	.0283	14.0		73,512	.0259	1,538	5,251	16.0	4,604	30.6	9.9	29.9	21.9	26.9	30.3	7.7	13.6	4.9	24.3
Powhatan		5.7	.0033	1.2		5,266	.0019	924	4,388	1.5	3,551	47.6	20.0	28.7	27.2	16.5	24.0	4.0	9.3	3.2	19.5
Prince Edward		15.5	.0092	3.7	4.6	16,438	.0058	1,061	4,443	5.3	3,090	53.1	25.6	26.2	28.5	15.5	26.0	3.5	9.3	1.7	10.6
Farmville		4.6	.0027	1.2		7,083	.0025	1,540	5,903	2.1	3,415	51.5	22.5	24.6	24.2	17.0	25.8	4.1	9.9	2.8	17.6
18Prince George	243	41.0	.0243	9.1	33.4	63,805	.0225	1,556	7,012	15.6	4,083	35.3	12.9	27.1	22.3	27.4	34.8	7.2	14.4	3.0	15.6
△Hopewell		22.3	.0132	5.7		27,221	.0096	1,221	4,776	6.8	4,030	34.3	12.7	28.7	23.9	27.2	35.0	7.1	14.4	2.7	14.0
19Princess Anne	100	66.1	.0392	16.1	14.4	101,802	.0358	1,540	6,323	25.2	4,037	36.8	13.6	28.5	23.7	25.5	32.7	5.9	12.0	3.3	18.0
Virginia Beach		8.3	.0049	2.8		15,703	.0055	1,892	5,608	3.2	4,961	27.2	8.2	28.0	19.0	29.9	31.2	9.2	15.2	5.7	26.4
Prince William		23.7	.0140	5.2		36,693	.0130	1,548	7,056	8.9	4,118	36.9	14.1	27.0	22.0	22.8	28.7	7.6	15.1	3.7	20.1
Pulaski		30.1	.0178	7.6	9.7	32,471	.0114	1,079	4,273	8.2	3,955	32.2	12.1	32.9	28.1	27.5	36.0	4.8	9.8	2.6	14.0
Pulaski		9.7	.0057	2.6		14,370	.0051	1,481	5,527	3.2	4,485	25.7	8.6	33.9	25.3	30.4	35.1	6.0	10.9	4.0	20.1
Rappahannock		5.8	.0035	1.4		3,631	.0013	609	2,522	1.4	2,566	58.2	33.8	28.4	37.1	12.1	24.4	1.2	3.9	.1	.8
Richmond		5.8	.0034	1.4		5,315	.0018	916	3,796	1.7	3,139	49.4	23.5	30.5	32.7	14.8	24.4	3.6	9.4	1.7	10.0
20Roanoke	118	144.9	.0859	39.7	19.6	239,596	.0845	1,654	6,035	46.7	5,126	23.7	6.9	26.7	17.5	34.1	34.5	9.8	15.6	5.7	25.5
▲Roanoke		101.9	.0604	29.9		181,152	.0638	1,778	6,059	34.8	5,206	23.0	6.6	26.5	17.1	34.5	34.3	10.1	15.9	5.9	26.1
Salem		9.7	.0057	2.9		16,157	.0057	1,666	5,571	3.3	4,898	28.2	8.6	25.9	17.7	32.2	34.1	8.2	13.7	5.5	25.9
21Rockbridge		29.6	.0175	7.2	11.6	36,878	.0129	1,246	5,122	9.9	3,722	45.1	18.1	26.4	23.9	19.9	27.7	5.4	11.8	3.2	18.5

15 For certain marketing purposes Newport News may be regarded as included in the Norfolk-Portsmouth area.
16 Norfolk County combined with Norfolk, Portsmouth, and South Norfolk. (Independent Cities).
17 Pittsylvania County combined with Danville (Independent City).
18 Prince George County combined with Hopewell and Colonial Heights (Independent Cities).
19 Princess Anne County combined with Virginia Beach (Independent City).
20 Roanoke County combined with Roanoke (Independent City).
21 Rockbridge County combined with Buena Vista (Independent City).
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures, read foreword, page 11.

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BRISTOL *A NEW Metropolitan Area* and a BIG 2-State Market*
VIRGINIA-TENNESSEE
*SALES MANAGEMENT MAGAZINE, 1956

UP . . . . UP . . . . UP . . . .

When selecting your markets
Remember . . . you'll sell more
where more is sold

NOW RANKED No. 101 AMONG AMERICA'S METROPOLITAN MARKETS!



For 100 years the Largest Trading Center Between Roanoke, Va. and Knoxville, Tenn.

To Cover the Mid Appalachians, You Need Roanoke, Knoxville and Bristol!

BRISTOL NEWSPAPER PRINTING CORPORATION

AGENT FOR HERALD COURIER, VIRGINIA-TENNESSEEAN, BRISTOL, Virginia-Tennessee
Rep.: General Advertising Service, New York, Chicago, Atlanta

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

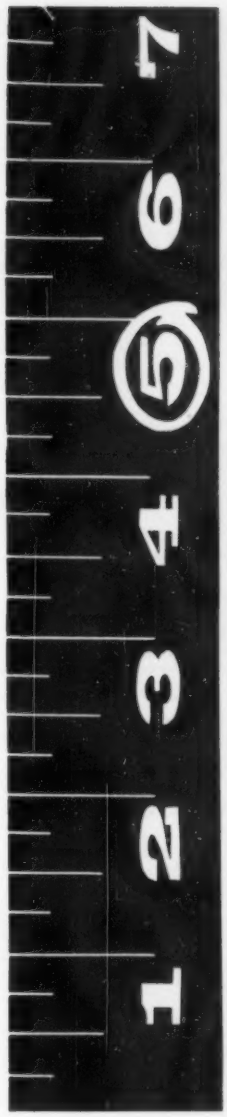
VIRGINIA COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
22Rockingham		49.0	.0290	12.6	12.0	58,707	.0207	1,198	4,659	15.7	3,744	41.8	16.7	29.4	26.3	21.2	29.3	4.6	10.1	3.0	17.6
Harrisonburg		12.0	.0071	3.3		20,471	.0072	1,706	6,203	5.0	4,110	40.7	14.7	27.1	22.2	22.2	28.0	5.7	11.4	4.3	23.7
Russell		27.2	.0161	6.1		19.903	.0070	732	3,263	6.7	2,964	51.3	25.8	30.4	34.5	14.6	25.5	2.5	7.0	1.2	7.2
Scott		26.8	.0159	6.5		20,462	.0073	784	3,148	6.6	3,114	49.3	23.6	27.2	29.4	18.8	31.3	3.6	9.3	1.1	6.4
Shenandoah		21.2	.0126	5.6		20,234	.0071	954	3,613	6.2	3,268	45.9	20.9	33.3	34.3	16.0	25.4	2.7	6.7	2.1	12.7
Smyth		31.6	.0187	7.2	9.8	27,812	.0098	880	3,863	8.0	3,460	41.9	18.0	33.4	32.6	18.8	28.2	3.7	8.6	2.2	12.6
Marion		7.5	.0044	1.7		8,748	.0031	1,166	5,146	2.1	4,172	34.4	12.3	32.0	25.7	24.1	30.0	5.6	11.0	3.9	21.0
Southampton		27.0	.0160	6.3	4.9	23,670	.0083	877	3,757	6.9	3,450	47.6	20.5	29.5	28.8	16.4	24.7	3.8	9.0	2.7	17.0
23Spotsylvania		25.5	.0151	6.5	14.5	35,817	.0126	1,405	5,510	8.6	4,178	35.7	12.7	26.5	21.4	27.8	34.4	6.4	12.6	3.6	18.9
Fredericksburg		14.5	.0086	3.7		25,039	.0088	1,727	6,767	5.9	4,243	36.7	12.9	25.3	20.0	27.6	33.7	6.5	12.6	3.9	20.8
Stafford		13.2	.0078	3.2		14,022	.0050	1,062	4,382	3.5	3,959	31.2	11.7	32.3	27.4	28.3	37.1	6.0	12.4	2.2	11.4
Surry		6.5	.0039	1.5		5,562	.0019	856	3,708	1.8	3,171	53.5	25.1	26.5	28.2	13.6	22.3	4.3	11.0	2.1	13.4
Sussex		13.0	.0077	2.8		10,498	.0037	808	3,749	3.3	3,198	50.0	23.3	30.4	31.9	14.3	23.3	3.2	8.2	2.1	13.3
Tazewell		51.2	.0303	11.7	9.7	50,909	.0180	994	4,351	12.9	3,948	31.4	11.8	38.4	32.8	22.6	29.7	4.7	9.7	2.9	16.0
Bluefield (Va.)-																					
Bluefield (W. Va.)		*27.0*	*.0169*	*7.4*		*45,146*	*.0159*	*1,672*	*6,101*												
Warren		17.2	.0102	4.5	9.5	22,384	.0079	1,301	4,974	5.0	4,465	27.2	9.1	27.9	21.0	33.9	39.2	7.6	13.9	3.4	16.7
Front Royal		9.5	.0056	2.7		14,582	.0051	1,535	5,401	3.1	4,728	23.3	7.4	27.3	19.3	37.2	40.8	8.4	14.5	3.8	18.0
7Warwick																					
24Washington	186	56.6	.0335	13.3	23.0	53,867	.0190	952	4,050	15.7	3,426	42.9	18.7	31.1	30.5	20.1	30.3	4.0	9.6	1.9	10.9
△*Bristol (Va.)-*																					
Bristol (Tenn.)		*36.2*	*.0214*	*10.0*		*52,177*	*.0184*	*1,441*	*5,218*												
△Bristol		17.4	.0103	4.5		21,327	.0075	1,226	4,739	5.5	3,897	36.7	14.0	29.5	25.5	25.4	33.8	5.7	11.9	2.7	14.8
Westmoreland		10.9	.0065	2.8		9,926	.0035	911	3,545	3.1	3,154	50.8	24.0	28.5	30.3	15.3	25.2	3.6	9.4	1.8	11.1
Wise		59.5	.0352	13.7	13.2	52,450	.0184	882	3,828	14.7	3,585	35.9	15.0	37.5	35.4	20.7	30.2	4.0	9.1	1.9	10.3
Wythe		24.2	.0143	5.8	6.1	21,238	.0075	878	3,662	6.2	3,449	42.9	18.5	31.8	31.1	19.5	29.2	3.7	8.7	2.1	12.5
Wytheville		6.1	.0036	1.5		7,694	.0027	1,261	5,129	1.9	4,060	36.4	13.4	30.2	25.0	23.8	30.4	6.1	12.2	3.5	19.0
York		16.6	.0099	4.2		20,743	.0073	1,250	4,939	5.3	3,920	31.8	12.1	29.1	24.9	30.5	40.3	6.9	14.5	1.7	8.2
Total Above Cities		1,468.6	.8696	413.0		2,657,881	.9368	1,810	6,436	553.4	4,803	29.4	9.1	27.0	19.0	29.4	31.7	9.0	15.3	5.2	24.9
State Total		3,728.9	2.2090	952.5	1,769.9	5,410,632	1.9065	1,451	5,680	1,186.2	4,561	33.4	10.9	27.4	20.2	26.1	29.7	8.3	14.9	4.8	24.3

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Bristol-Johnson City-Kingsport	186	230.8	.1386	58.9	116.3	284,974	.1004	1,235	4,838
△Danville	196	111.0	.0658	27.5	52.7	127,814	.0450	1,151	4,648
Hampton-Newport News-Warwick	61	184.5	.1093	48.3	184.5	301,193	.1062	1,632	6,236
△Lynchburg	225	81.9	.0485	21.6	56.3	112,676	.0397	1,376	5,216
Norfolk-Portsmouth	100	540.4	.3202	148.3	479.7	921,005	.3244	1,704	6,210
△Petersburg-Hopewell	243	98.0	.0581	23.1	72.2	128,384	.0452	1,310	5,557
Richmond	117	370.1	.2193	101.8	302.0	657,654	.2317	1,777	6,460
Roanoke	118	144.9	.0859	39.7	19.6	239,596	.0845	1,654	6,035
Total Above Areas		1,761.6	1.0437	469.2	1,283.3	2,773,276	.9771	1,574	5,911

7 In 1952 the counties of Elizabeth City and Warwick offically became the Independent Cities of Hampton and Warwick. Since the Independent City of Newport News had been grouped previously with these counties, it is now included along with the cities of Hampton and Warwick as a new "county" called Newport News, to keep the state total additive.

22 Rockingham County combined with Harrisonburg (Independent City).
23 Spotsylvania County combined with Fredericksburg (Independent City).
24 Washington County combined with Bristol (Independent City).
Before using these figures, read foreword, page 11.
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TRI-CITIES
MEASURE THE WCYB-TV MARKET





POPULATION 1,721,400



FAMILIES 402,100



EFFECTIVE BUYING INCOME $1,528,366,000



TOTAL RETAIL SALES $993,033,000



TV HOMES 218,718 as of January 1 (according to Television magazine)



C P M cost per thousand, $1.36

★ THE TRI-CITIES MARKET ENJOYS THE BEST IN NBC AND ABC NETWORK PROGRAMMING.

PLUS WARNER BROS.
FEATURE MOVIES
LOONEY TUNES CARTOONS
POPEYE CARTOONS

★ AND DON'T FORGET WCYB RADIO . . . 690 K.C.
10,000 WATTS
SAME MARKET

WCYB-TV

OFFICES IN BRISTOL
NBC/ABC CHANNEL

BRISTOL, VIRGINIA-TENNESSEE
JOHNSON CITY, TENNESSEE
KINGSPORT, TENNESSEE



REPRESENTED BY WEED TELEVISION CORP.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

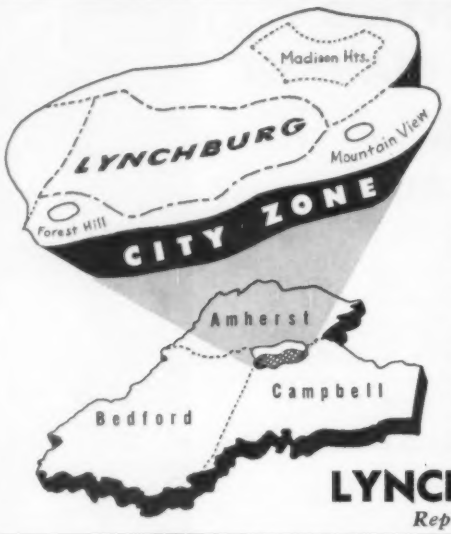
VIRGINIA COUNTIES CITIES	Metropolitan Area	RETAIL SALES — SM ESTIMATES, 1956													
		Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Accomac		28,630	.0148	2,835	.0150	73	72	7,917	727	2,195	902	1,519	2,987	2,745	2,252	625
1 Albemarle		63,070	.0328	4,473	.0306	92	99	15,548	3,929	6,905	4,355	2,592	11,076	4,427	4,268	1,807
Charlottesville		52,732	.0274		.0203	117	158	13,160	2,947	5,726	4,158	2,490	8,760	3,038	3,611	1,709
2 Alleghany		25,554	.0133	3,319	.0145	81	74	7,577	954	2,989	1,029	1,218	5,149	2,285	1,216	850
Covington		15,708	.0082		.0071	99	114	4,396	375	2,071	646	737	3,409	1,305	801	549
Amelia		3,885	.0019	2,168	.0026	53	39	259	15	676	...	145	585	586	181	110
Amherst		8,141	.0042	1,893	.0065	56	36	3,055	595	680	...	147	1,560	1,222	197	199
Appomattox		6,703	.0035	3,528	.0035	67	67	862	263	534	68	...	2,412	985	839	209
3 Arlington	157	347,236	.1804	4,718	.2177	148	122	93,066	22,383	52,748	20,853	14,161	66,483	20,963	16,713	17,370
Alexandria		138,454	.0719		.0757	143	136	43,699	6,593	12,344	7,191	4,669	32,648	8,415	7,435	6,028
4 Augusta		68,598	.0356	3,811	.0352	82	83	12,684	2,653	5,976	3,346	2,892	17,057	6,549	4,104	1,785
5 Staunton		30,194	.0157		.0137	94	108	5,889	1,061	3,730	1,758	1,622	7,347	2,581	2,046	1,075
Waynesboro		21,537	.0112		.0093	104	126	4,217	920	1,692	609	997	7,252	1,709	1,511	601
Bath		4,323	.0022	2,882	.0024	69	63	396	204	536	246	100	883	610	...	203
Bedford		17,819	.0093	2,408	.0112	64	55	4,747	641	2,010	429	405	4,026	1,616	1,358	226
Bland		2,672	.0014	1,909	.0019	53	39	937	35	331	...	14	1,068	205	...	...
Botetourt		7,794	.0040	1,998	.0058	61	42	2,078	496	1,070	49	196	1,382	1,319	325	166

1 Albemarle County combined with the independent city of Charlottesville.
2 Alleghany County combined with the independent city of Clifton Forge.
3 Arlington County combined with the independent city of Alexandria.
4 Augusta County combined with the independent cities of Staunton and Waynesboro.

5 Information received too late for inclusion above indicates that retail sales in the city of Staunton totaled about $31 million in 1956.

Before using these figures, read foreword, page 11.

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BUYING-WISE . . . THIS IS THE REAL LYNCHBURG METROPOLITAN AREA!

Not one, but *three* counties actually are contained in the Lynchburg metropolitan area, for its city zone straddles the borders of three counties! Lynchburg, with a city zone of 60,257, is the buying center of these counties, since its geographic position is exactly in the place where the three counties join.

But the *real* story is the total area in which the News and Advance of Lynchburg are circulated. Actually, the metropolitan area has a 131,200 population and 33,300 families. The News and Advance cover over 80% of these families.

The straight facts are that Lynchburg and the News and Advance offer the national advertiser the *fifth* largest metropolitan area as well as the fifth largest *circulation* in Virginia!

Metro. County Area	Population*	Families*	Income*	Retail Sales*
Norfolk	474,300	132,200	819,203,000	512,307,000
Richmond	318,600	89,200	579,279,000	434,074,000
Newport News	184,500	48,300	301,193,000	185,014,000
Roanoke	144,900	39,700	239,596,000	176,439,000
Lynchburg**	131,200	33,300	156,620,000	123,528,000

*Sales Management—1957
**Lynchburg—Amherst, Bedford & Campbell Counties

LYNCHBURG NEWS-DAILY ADVANCE

Represented nationally by WARD-GRIFFITH CO., INC.

VIRGINIA

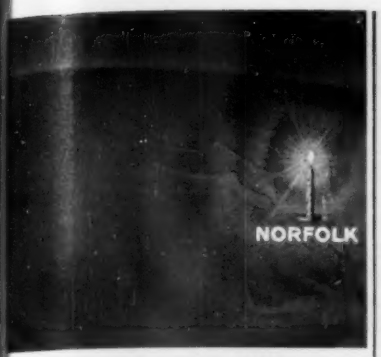
RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Brunswick		11,062	.0058	2,634	.0069	57	48	1,700	262	2,329	294	153	2,629	838	1,411	233
Buchanan		14,114	.0073	1,742	.0122	51	30	3,111	431	2,760	438	1,086	3,150	1,231	271	479
Buckingham		6,051	.0032	2,420	.0038	58	47	880	349	1,616	78	...	744	870	221	206
5 Campbell	225	97,568	.0506	4,617	.0447	92	104	19,998	4,853	15,070	5,973	7,411	16,424	6,382	8,004	3,645
△Lynchburg		78,229	.0406		.0327	106	131	15,422	3,806	12,381	5,503	6,179	12,427	4,525	6,377	3,275
Caroline		9,055	.0047	3,483	.0046	65	66	1,290	916	1,534	95	83	1,632	2,739	344	189
Carroll		22,399	.0116	3,261	.0105	64	70	4,435	1,029	2,896	921	1,683	5,878	888	2,098	423
Charlotte		5,729	.0030	1,848	.0041	51	37	556	358	1,301	65	...	1,678	948	203	111
Charles City		529	.0003	588	.0012	43	11	381	15	133	...	...	...	...	...	...
Chesterfield	117	12,166	.0063	967	.0218	71	21	2,652	1,398	1,399	53	589	2,272	2,201	788	102
Clarke		8,756	.0046	4,864	.0037	86	107	4,061	337	807	71	124	509	827	879	299
Craig		1,565	.0008	2,236	.0010	63	50	385	17	327	...	172	348	141	...	...
Culpeper		15,224	.0079	4,613	.0064	79	98	2,973	648	1,453	602	654	2,055	968	1,322	488
Culpeper		13,406	.0070		.0032	200	438	2,392	517	1,100	481	588	2,055	714	1,256	488
Cumberland		2,182	.0011	1,364	.0019	48	28	734	238	693	34	...	58	244	...	46
Dickenson		7,543	.0039	1,451	.0074	50	26	1,886	358	1,556	118	394	1,834	447	290	159
6 Dinwiddie	243	66,465	.0346	4,748	.0285	84	102	14,847	3,123	8,812	5,257	3,080	12,828	4,506	3,853	2,476
△*Petersburg-Hopewell-Colonial Heights*		*89,671*	*.0466*		*.0385*	*96*	*116*	*23,182*	*4,097*	*6,571*	*6,678*	*4,547*	*17,487*	*6,815*	*5,332*	*3,063*
△Petersburg		59,550	.0309		.0231	100	134	13,789	2,701	5,225	5,257	2,916	12,642	3,660	3,348	2,392
7 Elizabeth City																
Essex		9,428	.0049	6,734	.0031	86	136	939	304	1,032	164	154	2,577	960	2,407	258
8 Fairfax	157	115,839	.0601	2,563	.1088	101	56	39,598	5,770	5,586	3,732	2,050	21,050	14,300	9,077	5,753
Falls Church		41,195	.0214		.0123	216	375	18,238	858	1,804	2,141	1,029	6,889	3,599	1,402	2,065
Fauquier		18,354	.0096	3,399	.0097	76	75	3,550	782	1,817	501	473	2,938	1,630	2,678	484
Floyd		5,166	.0027	1,913	.0035	51	40	771	220	1,027	43	192	1,918	342	233	98
Fluvanna		2,450	.0012	1,531	.0021	55	32	428	81	963	...	62	156	285	169	255
Franklin		13,547	.0071	2,377	.0084	58	49	2,209	740	2,727	406	102	2,495	1,117	926	299
9 Frederick		48,669	.0253	5,070	.0193	93	122	6,845	2,999	4,932	2,964	1,273	9,291	5,122	6,321	1,333
Winchester		39,590	.0206		.0123	135	226	5,460	1,967	4,024	2,791	1,211	8,057	2,820	5,309	999
Giles		14,142	.0073	2,773	.0091	71	57	3,343	578	1,499	258	602	3,900	1,123	1,267	582
Gloucester		9,178	.0048	3,184	.0043	70	79	2,328	212	1,648	143	434	1,874	1,017	651	214
Goochland		2,223	.0011	1,308	.0025	46	20	634	250	468	...	55	442	205	...	67
Grayson		5,218	.0027	932	.0069	53	21	888	139	1,349	485	317	733	673	200	167
Greene		2,454	.0013	2,231	.0015	58	43	276	43	567	...	...	1,032	230	...	...
Greensville		13,789	.0072	3,536	.0068	67	71	2,971	879	1,486	813	482	2,642	1,953	851	482
Halifax		25,223	.0131	2,742	.0144	60	55	4,326	523	4,113	1,800	1,838	6,011	2,137	1,380	755
South Boston		16,346	.0085		.0049	126	218	2,798	206	2,176	1,477	1,538	4,391	661	827	544

5 Campbell County combined with the independent city of Lynchburg.
6 Dinwiddie County combined with the independent city of Petersburg.
7 In 1952 the counties of Elizabeth City and Warwick officially became the independent cities of Hampton and Warwick. Since the independent city of Newport News had previously been grouped with these counties, it is now included with them (Hampton and Warwick) as a new "county" called Newport News, to keep the state total additive.
8 Fairfax County combined with the independent city of Falls Church.
9 Frederick County combined with the independent city of Winchester.
SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

© SM, 1957.



"How Far That Little Candle Throws His Beams!"

In calculating Population, Family Units, Effective Buying Income, Total Retail Sales or sales by Store Groups in the Coverage Areas for WTAR-TV, Norfolk, Virginia, use Sales Management's Survey of Buying Power for the following Counties or Cities in Virginia and North Carolina.

Counties in WTAR-TV Coverage Area

Grade "A"

Isle of Wight, Va.
James City, Va.
Nansemond, Va.
Newport News, Va.
(includes independent cities of Newport News, Hampton & Warwick)
Norfolk, Va.
Princess Anne, Va.
Southampton, Va.
Surry, Va.
York, Va.
Camden, N. C.
Currituck, N. C.
Gates, N. C.
Pasquotank, N. C.

Grade "B"

Charles City, Va.
Chesterfield, Va.
Dinwiddie, Va.
Gloucester, Va.
Greensville, Va.
King and Queen, Va.
King William, Va.
Lancaster, Va.
Mathews, Va.
Middlesex, Va.
New Kent, Va.
Northampton, Va.
Prince George, Va.
Sussex, Va.
Bertie, N. C.
Chowan, N. C.
Dare, N. C.
Hertford, N. C.
Northampton, N. C.
Perquimans, N. C.
Tyrrell, N. C.
Washington, N. C.

Grade "C"

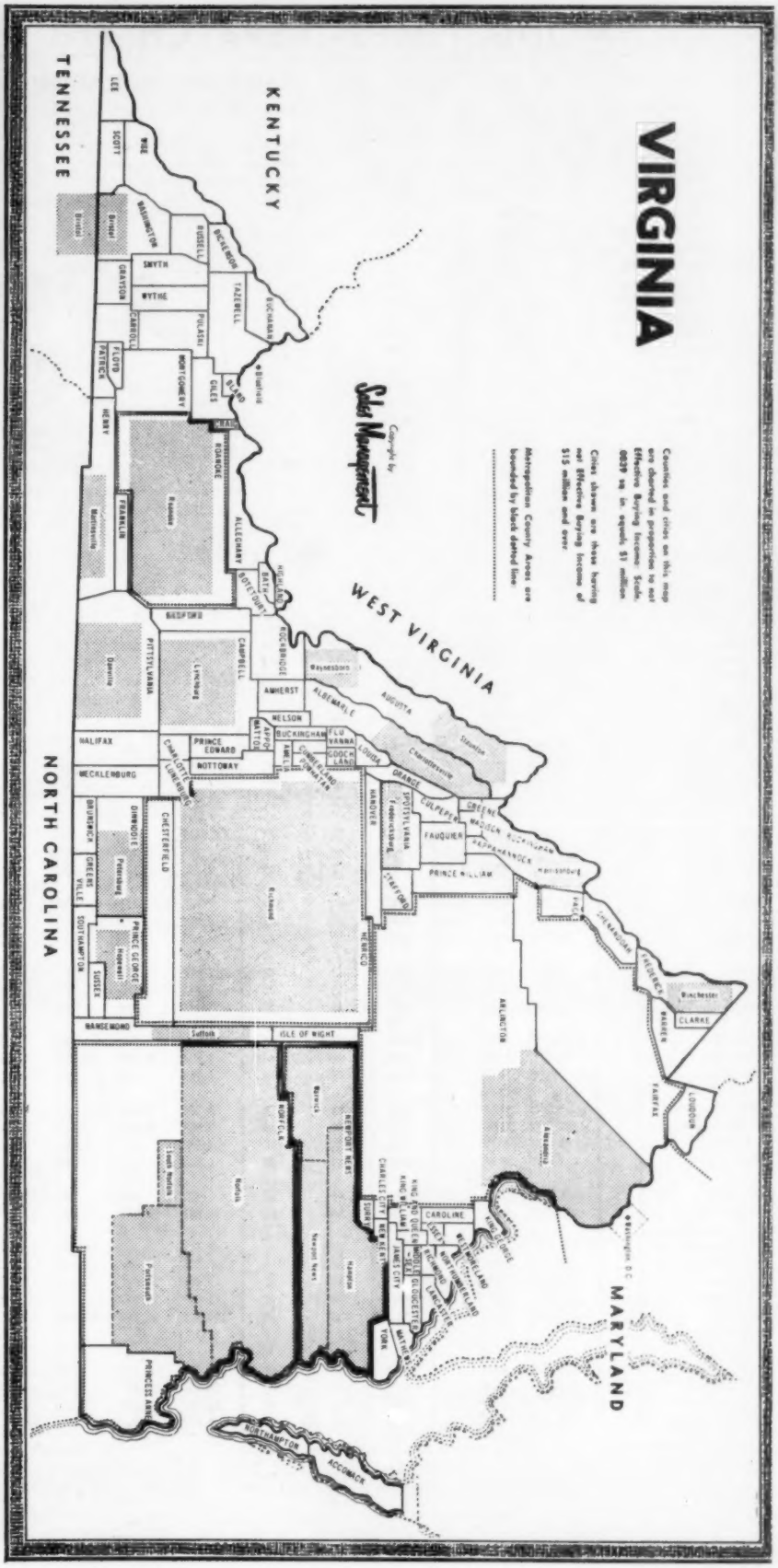
Accomac, Va.
Brunswick, Va.
Essex, Va.
Hanover, Va.
Henrico, Va.
Northumberland, Va.
Richmond, Va.
Halifax, N. C.
Martin, N. C.

For latest set counts, write WTAR-TV or Edward Petry & Company, Inc.

WTAR-TV

CHANNEL 3 • NORFOLK, VA.

Dominant in Tidewater Virginia
REPRESENTATIVE: Edward Petry & Company, Inc.



RICHMOND TIMES-DISPATCH and NEWS LEADER

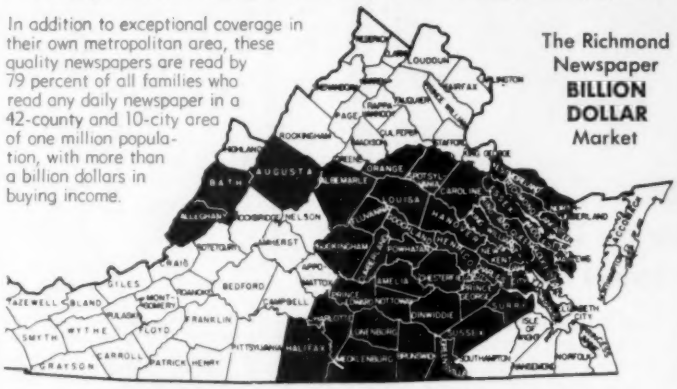
Virginia Newspaper	Type	Total Daily Circulation	Advertising Rate Line	Milline
RICHMOND	me	232,115	.60	2.54
Norfolk	me	199,998	.60	2.95
Roanoke	me	88,550	.33	3.66
Newport News	me	62,838	.31	4.85
Lynchburg	me	32,168	.16	4.89
Danville	me	25,879	.16	6.08
Bristol	me	26,358	.17	6.34
Ptsbg-Hopewell	ee	21,646	.14	6.36
Alexandria	ee	21,560	.20	9.12
Harrisonburg	m	14,214	.09	6.22
Staunton	me	12,930	.10	7.60
Charlottesville	e	13,626	.11	7.94
Fredericksburg	e	9,956	.09	8.89
Martinsville	e	10,353	.10	9.49
Winchester	e	8,913	.07	7.72
Strasburg	m	8,053	.08	9.77
Covington	e	6,816	.06	8.65
Waynesboro	e	7,541	.075	9.78
Suffolk	e	6,715	.07	10.25
Pulaski	e	4,688	.07	14.68
Radford	e	3,643	.065	17.54
Clifton Forge	e	2,565	.05	19.16

Source: March, 1957, NRD; Circ. ABC Sept., 1956

FIRST IN THE NATION IN GENERAL LINAGE

Among All Markets with One Sunday and Two Daily Newspapers

In addition to exceptional coverage in their own metropolitan area, these quality newspapers are read by 79 percent of all families who read any daily newspaper in a 42-county and 10-city area of one million population, with more than a billion dollars in buying income.



Richmond Family Income: 15% Above the U. S. Average

VIRGINIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Hanover		15,707	.0081	2,805	.0097	70	58	3,185	666	1,926	63	279	4,236	2,323	1,102	416
10 Henrico	117	434,074	.2255	4,866	.2075	110	119	91,387	24,571	94,585	26,643	20,238	62,542	26,836	18,250	15,251
▲Richmond		410,215	.2131		.1766	123	148	82,766	22,658	93,738	26,390	19,123	58,741	23,266	16,773	13,698
11 Henry		47,645	.0248	3,722	.0250	79	79	11,814	1,854	6,000	2,147	2,672	10,037	3,788	3,398	1,160
Martinsville		30,731	.0160		.0126	102	129	6,811	928	4,894	1,873	1,763	7,345	1,996	866	925
Highland		1,483	.0007	1,854	.0011	43	30	113	80	302	...	188	224	502	...	...
Isle of Wight		10,174	.0053	2,907	.0082	68	58	2,079	285	832	193	185	2,332	1,194	1,207	223
12 James City		17,851	.0093	6,611	.0077	87	104	4,257	2,171	2,222	394	434	3,384	1,493	751	757
Williamsburg		15,610	.0081		.0055	128	188	3,612	1,893	2,005	394	339	3,169	1,060	751	757
King and Queen		2,323	.0012	1,659	.0021	54	31	314	...	472	...	...	301	216	573	...
King George		3,608	.0019	2,004	.0029	69	45	1,026	260	624	...	24	889	718	31	12
King William		9,020	.0047	4,747	.0037	80	102	2,189	170	1,216	188	338	2,098	841	987	194
Lancaster		10,994	.0057	4,997	.0041	85	119	2,588	142	589	708	525	3,806	626	471	273
Lee		10,064	.0052	1,258	.0100	47	24	2,094	516	2,057	449	68	1,653	1,269	1,058	258
Loudoun		23,793	.0124	4,665	.0106	83	97	4,980	655	1,956	455	611	5,747	1,909	3,175	474
Louisa		8,861	.0046	2,954	.0045	61	62	1,565	181	1,075	...	296	1,980	525	449	268
Lunenburg		7,930	.0041	2,332	.0053	63	49	1,601	179	992	444	462	1,149	672	433	271
Madison		2,846	.0015	1,355	.0025	49	29	417	60	559	...	...	583	362	61	144
Mathews		4,779	.0024	2,981	.0026	70	65	839	148	709	86	329	1,290	317	201	109
Mecklenburg		29,412	.0153	3,631	.0145	70	74	4,794	1,132	3,422	1,226	1,116	7,652	4,455	2,241	755
Middlesex		5,783	.0030	3,044	.0028	68	73	1,853	180	929	...	234	867	438	368	363
13 Montgomery		35,815	.0186	3,379	.0205	79	72	8,264	1,689	3,835	1,104	1,887	8,561	3,043	2,570	1,294
14 Nansemond		36,118	.0188	3,576	.0178	76	80	8,388	1,326	4,182	3,715	2,414	5,841	3,378	2,260	1,221
Suffolk		29,308	.0152		.0095	125	200	6,503	845	3,560	3,439	2,066	5,266	1,999	1,170	1,064
Nelson		4,562	.0024	1,426	.0040	50	30	1,643	205	1,299	...	119	554	377	...	43
New Kent		2,436	.0012	2,436	.0014	61	52	492	204	396	...	...	544	284	505	...
7 Newport News	61	185,014	.0961	3,831	.1038	95	88	46,851	10,944	19,890	12,351	14,255	36,883	12,787	7,963	5,782
▲*Newport News-Hampton-Warwick*		*185,014*	*.0961*		*.1038*	*95*	*88*	*46,851*	*10,944*	*19,890*	*12,351*	*14,255*	*36,863*	*12,787*	*7,963*	*5,782*
15▲Newport News		96,905	.0503		.0337	120	180	17,178	4,968	14,942	9,197	10,023	18,883	4,540	4,599	2,806
▲Hampton		59,161	.0307		.0413	91	67	18,193	3,971	3,292	2,674	2,716	14,035	4,384	3,028	1,740
▲Warwick		28,948	.0150		.0288	80	42	11,280	2,005	1,456	480	1,516	3,945	3,863	336	1,236
16Norfolk	100	512,307	.2662	3,875	.2803	100	95	114,615	35,195	70,306	50,857	35,405	90,768	28,279	17,005	17,196
▲*Norfolk-Portsmouth-South Norfolk*		*488,477*	*.2537*		*.2711*	*106*	*99*	*106,352*	*33,582*	*68,865*	*50,661*	*34,503*	*87,216*	*25,441*	*14,855*	*16,895*
15▲Norfolk		362,698	.1884		.1987	110	105	75,228	25,647	55,165	40,792	26,455	59,009	18,405	10,091	12,434
▲Portsmouth		105,278	.0547		.0593	98	90	24,635	7,089	13,109	9,786	7,896	18,715	5,680	3,677	3,139
South Norfolk		20,501	.0106		.0131	82	67	5,489	846	591	83	152	9,492	1,356	1,067	720

7 In 1952 the counties of Elizabeth City and Warwick offically became the independent cities of Hampton and Warwick. Since the independent city of Newport News had previously been grouped with these counties, it is now included with them (Hampton and Warwick) as a new "county" called Newport News, to keep the state total additive.

10 Henrico County combined with the independent city of Richmond.

11 Henry County combined with the independent city of Martinsville.

12 James City County combined with the independent city of Williamsburg.

13 Montgomery County combined with the independent city of Radford.

14 Nansemond County combined with the independent city of Suffolk.

15 For certain marketing purposes, Newport News may be regarded as included in the Norfolk-Portsmouth area.

16 Norfolk County combined with the independent cities of Norfolk, Portsmouth, and South Norfolk.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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Norfolk-Portsmouth Metropolitan Area

Virginia's Largest Market



540,400
Population

$560,312,000
Retail Sales

Photo shows the drawbridge over the Eastern Branch of the Elizabeth River connecting Norfolk (lower left) with South Norfolk. This bridge is at the entrance of the tunnel under the Southern Branch connecting Norfolk and Portsmouth (right).

$921,005,000
Effective Buying Income

1st IN VIRGINIA

Represented by
The John Budd Co.

THE VIRGINIAN-PILOT

Covers Norfolk
95,100*
Families in City Zone
119,332**
Daily Circulation
125%
Coverage

205,065 Total Daily Circulation**

and

LEDGER-STAR

Portsmouth Too!
37,000*
Families in City Zone
39,546**
Daily Circulation
107%
Coverage

141,807 Total Sunday Circulation**

*Source:
Norfolk Newspapers Research Department based on Sales Management.

**Circulation:
Average for 4th Quarter, 1956. Subject to audit by A.B.C.

The Virginian-Pilot and LEDGER-STAR

1880
669 people

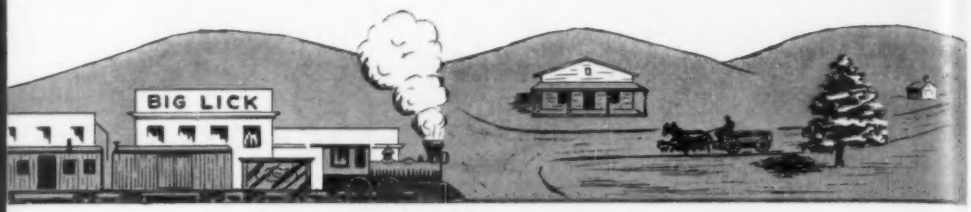
1900
21,495 people

1920
50,842 people

1940
69,287 people

1950
91,921 people

1957
108,000 people
(estimated)



ROANOKE . . . . . one of the outstanding stories of GROWTH and DEVELOPMENT in the U. S.!

In only 75 short years, Roanoke has come from village status to a thriving and prosperous city of over 100,000 people. There are 260 wholesale and distributing houses and 1200 retail outlets which do an annual ¼ billion dollar business. Two and a quarter million people live within a comfortable 3-hour driving radius.

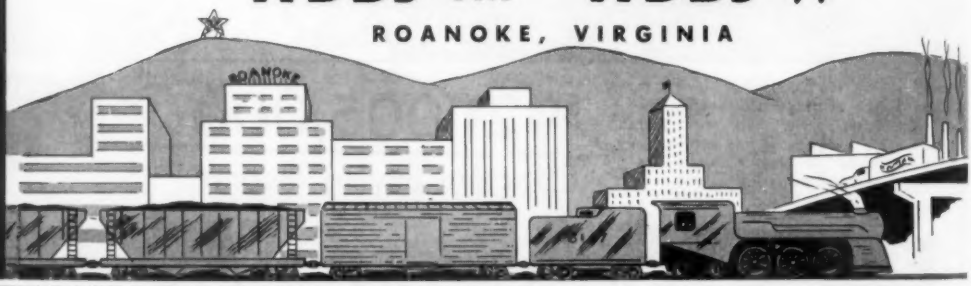
This area is ably served by WDBJ. Radio. Television, both CBS affiliates, both strongly entrenched in the public's favor throughout the area. WDBJ-Television has a 60-county service area — WDBJ. Radio a 26-county service area.

BUY Western Virginia! BUY Roanoke!

Get the full details from us, or our National Representatives: Peters, Griffin, Woodward!

WDBJ AM FM • WDBJ-tv

ROANOKE, VIRGINIA



RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Northampton		15,514	.0080	3,448	.0072	72	80	5,222	570	1,604	824	335	2,162	1,584	458	541
Northumberland		5,200	.0027	2,167	.0035	61	47	1,082	93	950	180	111	958	538	99	132
Nottoway		15,312	.0080	3,480	.0082	77	75	3,079	962	1,273	833	678	3,205	1,099	830	608
Orange		12,692	.0066	3,966	.0060	78	86	2,709	379	1,579	76	556	2,685	1,059	1,342	444
Page		9,336	.0048	2,457	.0057	63	53	2,256	996	1,017	386	560	1,122	837	591	285
Patrick		6,328	.0033	1,758	.0050	54	36	1,168	219	1,270	87	200	1,821	624	493	179
17 Pittsylvania	196	55,636	.0445	3,114	.0490	74	68	18,879	4,921	13,024	4,840	3,181	15,668	8,660	7,023	2,295
△Danville		66,402	.0345		.0290	102	122	15,216	4,319	9,193	4,404	2,885	12,303	4,875	5,008	1,908
Powhatan		3,565	.0018	2,971	.0022	67	55	433	32	564	56	53	1,655	478	183	...
Prince Edward		16,789	.0088	4,538	.0073	79	96	2,481	482	3,236	868	539	3,202	924	2,006	531
Farmville		14,593	.0076		.0041	152	281	2,079	287	2,354	868	494	3,036	613	1,904	531
18 Prince George	243	38,448	.0198	4,005	.0218	90	78	11,448	2,159	2,051	1,502	2,496	4,856	4,312	2,106	667
△Hopewell		21,821	.0113		.0108	82	86	6,101	797	1,272	1,331	1,291	4,719	1,347	1,824	600
See Petersburg-Hopewell-Colonial Heights																
19 Princess Anne	100	48,006	.0249	2,982	.0332	85	64	14,288	6,891	2,826	1,437	1,138	8,082	4,166	4,079	1,548
Virginia Beach		22,496	.0117		.0072	147	239	6,204	2,539	1,591	931	770	5,031	1,362	519	992

17 Pittsylvania County combined with the independent city of Danville. 18 Prince George County combined with the independent cities of Hopewell and Colonial Heights.

© SM, 1957.

19 Princess Anne County combined with the independent city of Virginia Beach.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures, read foreword, page 11.

VIRGINIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Prince William		20,459	.0148	5,473	.0138	98	105	6,439	1,651	1,066	1,364	1,117	4,750	4,495	2,614	1,370
Pulaski		22,124	.0115	2,911	.0127	71	65	5,619	1,225	1,878	1,624	966	5,001	2,438	1,335	696
Pulaski		16,964	.0088		.0063	111	154	4,443	784	1,473	1,159	837	4,699	842	965	577
Rappahannock		2,549	.0013	1,821	.0017	49	37	772	159	421	...	286	535	208	...	...
Richmond		16,331	.0085	11,665	.0042	124	250	1,380	488	1,511	288	648	6,270	674	922	580
20 Roanoke	118	176,439	.0917	4,444	.0869	101	107	36,048	9,735	24,684	15,810	10,754	31,094	11,998	7,613	6,303
▲Roanoke		148,953	.0774		.0672	111	128	28,852	7,230	23,240	15,192	9,801	24,824	8,039	5,987	5,554
Salem		15,711	.0082		.0065	114	144	4,724	797	470	298	781	5,019	1,645	704	245
21 Rockbridge		20,440	.0106	2,839	.0131	75	61	4,892	1,628	2,457	831	503	3,735	1,935	1,239	650
22 Rockingham		69,261	.0360	5,497	.0270	93	124	6,437	2,275	5,000	2,147	2,447	10,771	3,906	4,489	1,246
Harrisonburg		33,434	.0174		.0102	144	245	3,316	938	3,694	1,945	1,980	6,283	1,841	2,453	966
Russell		7,445	.0038	1,220	.0078	48	24	2,215	66	846	162	401	1,753	673	326	207
Scott		12,854	.0067	1,978	.0089	56	42	3,240	600	1,887	275	703	829	1,489	752	357
Shenandoah		19,536	.0102	3,489	.0091	72	81	3,037	782	2,434	178	665	3,250	2,101	1,785	667
Smyth		22,063	.0114	3,064	.0121	65	61	4,318	1,003	2,978	1,106	1,534	4,469	1,758	2,420	720
Marion		13,332	.0069		.0045	102	157	2,530	536	1,004	812	1,161	3,421	997	1,441	491
Southampton		20,322	.0106	3,228	.0105	66	66	4,654	595	2,848	514	700	4,048	2,431	1,728	554
23 Spotsylvania		44,925	.0233	6,912	.0163	108	154	8,447	1,791	4,822	1,972	2,717	10,767	3,002	4,341	1,380
Fredericksburg		41,956	.0218	6,912	.0127	148	253	7,937	1,590	3,949	1,972	2,717	10,767	2,419	4,073	1,380
Stafford		4,314	.0023	1,348	.0048	62	29	1,551	710	531	...	59	...	1,102	172	...
Surry		1,934	.0010	1,289	.0020	51	26	523	14	435	...	...	438	118	203	179
Sussex		9,193	.0047	3,283	.0048	62	61	1,703	435	1,129	171	192	1,744	1,139	1,321	283
Tazewell		26,324	.0137	2,250	.0192	63	45	7,874	1,105	3,353	928	1,018	4,967	1,984	1,389	873
Bluefield (Va.)-																
Bluefield (W. Va.)		*43,512*	*.0226*		*.0179*	*112*	*141*	*9,624*	*1,571*	*6,822*	*5,899*	*2,921*	*7,529*	*2,698*	*1,987*	*1,507*
Warren		15,086	.0078	3,352	.0083	81	76	3,532	976	1,352	887	672	2,932	1,190	865	493
Front Royal		14,611	.0076		.0060	107	136	3,321	944	1,321	887	672	2,866	1,157	828	493
7 Warwick																
24 Washington	186	42,290	.0220	3,180	.0228	88	66	9,865	2,402	3,149	2,216	2,646	7,094	4,995	3,337	1,078
△*Bristol (Va.)-*																
Bristol (Tenn.)		*63,451*	*.0278*		*.0218*	*102*	*130*	*12,176*	*1,744*	*8,798*	*4,109*	*5,904*	*9,766*	*4,037*	*3,059*	*1,580*
△Bristol		22,825	.0119		.0094	91	116	5,311	1,140	2,047	1,756	2,237	3,845	2,401	1,360	570
Westmoreland		10,211	.0053	3,647	.0046	71	82	2,060	545	1,776	41	67	2,227	169	1,842	201
Wise		30,326	.0158	2,214	.0210	60	45	7,633	1,481	3,463	2,095	2,075	6,618	2,420	1,091	818
Wythe		17,937	.0093	3,093	.0094	86	65	3,468	927	2,472	328	477	3,800	1,915	1,296	419
Wytheville		13,777	.0072		.0042	117	200	2,446	738	1,509	301	444	3,390	1,144	1,103	267
York		10,334	.0054	2,480	.0073	74	55	1,936	705	915	68	118	2,265	1,123	866	1,416
Total Above Cities		2,113,171	1.0978		.9718	112	126	473,635	115,440	298,242	158,976	122,095	394,680	128,258	104,450	72,818
State Total		3,458,355	1.7965	3,631	1.9340	88	81	785,393	191,965	468,794	201,500	169,625	641,936	271,689	204,310	117,302

METRO. AREAS		RETAIL SALES — SM ESTIMATES, 1956														
△Bristol-Johnson City-Kingsport	186	207,162	.1077	3,517	.1099	80	79	46,955	7,836	27,597	12,906	14,817	40,101	16,097	19,837	5,418
△Danville	196	85,636	.0445	3,114	.0490	74	68	18,879	4,921	13,024	4,840	3,181	15,668	8,660	7,023	2,295
Hampton-Newport News-Warwick	61	185,014	.0961	3,831	.1038	95	88	46,651	10,944	19,690	12,351	14,255	36,863	12,787	7,963	5,782
△Lynchburg	225	97,568	.0506	4,517	.0447	92	104	19,996	4,853	15,070	5,973	7,411	16,424	6,362	8,004	3,645
Norfolk-Portsmouth	100	560,312	.2911	3,778	.3135	98	91	128,903	41,786	73,132	52,294	38,543	98,850	32,445	21,084	18,744
△Petersburg-Hopewell	243	102,913	.0535	4,455	.0503	87	92	26,093	5,282	10,863	6,759	5,578	17,684	8,818	5,959	3,143
Richmond	117	446,262	.2318	4,384	.2293	105	106	94,039	25,969	95,984	26,696	20,827	64,814	29,037	19,038	15,350
Roanoke	118	176,439	.0917	4,444	.0869	101	107	36,048	9,735	24,684	15,810	10,754	31,094	11,998	7,613	6,303
Total Above Areas		1,861,306	.9670	3,967	.9874	95	93	417,584	111,326	280,044	137,629	113,364	321,498	126,204	96,521	60,686

WASHINGTON — (Other Pacific States: California, Oregon.)

Map, page 732

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Aberdeen	Grays Harbor	20.4	331	67	75	20	22	12	26	30	18	7
Auburn	King	7.6	145	22	21	9	9	14	9	22	11	4
Bellingham	Whatcom	36.2	516	119	92	32	55	22	28	50	27	16
Bremerton	Kitsap	32.9	385	63	69	26	31	30	23	41	20	15
Centralia	Lewis	6.8	194	34	35	6	20	12	17	16	14	4
Chehalis	Lewis	6.7	149	34	22	14	9	11	13	10	12	4
Ellensburg	Kittitas	8.9	168	19	25	6	10	11	9	38	18	5
Everett	Snohomish	34.5	578	125	111	35	39	30	41	79	31	18
Hoquiam	Grays Harbor	11.4	137	37	31	9	6	6	5	18	5	5
Kelso	Cowlitz	9.3	162	28	37	7	5	16	6	23	10	4
Kennewick	Benton	14.4	162	24	26	8	8	5	20	20	14	4

Continued on page 738

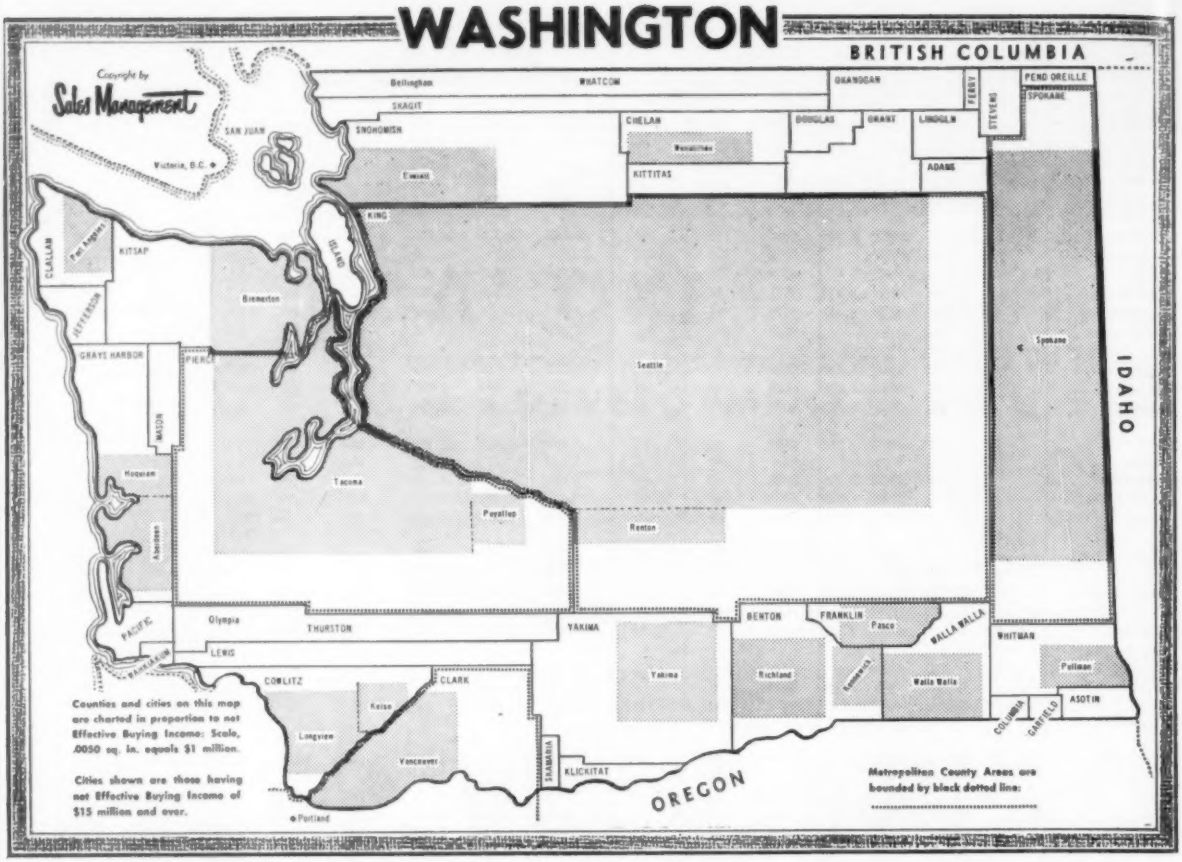
20 Roanoke County combined with the independent city of Roanoke.
21 Rockbridge County combined with the independent city of Buena Vista.
22 Rockingham County combined with the independent city of Harrisonburg.
23 Spotsylvania County combined with the independent city of Fredericksburg.
24 Washington County combined with the independent city of Bristol.

7 In 1952 the counties of Elizabeth City and Warwick offically became the independent cities of Hampton and Warwick. Since the independent city of Newport News had previously been grouped with these counties, it is now included with them (Hampton and Warwick) as a new "county" called Newport News, to keep the state total additive.

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Before using these figures, read foreword, page 11.

WASHINGTON



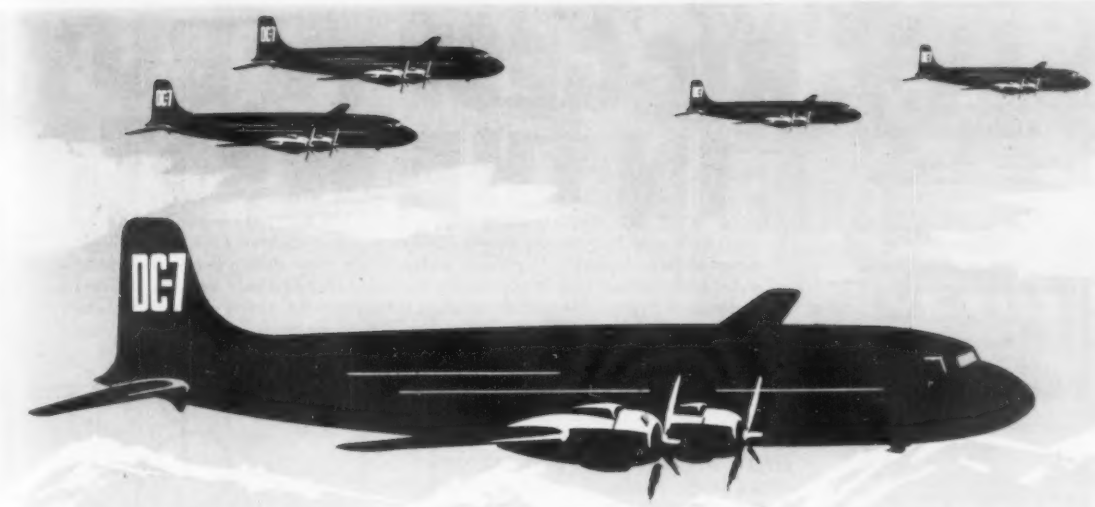
WASH. COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Adams		9.6	.0057	3.0		25,904	.0092	2,698	8,635	3.3	7,895	18.7	3.5	18.1	7.7	35.2	23.0	11.3	11.6	16.7	54.2
Asotin		12.4	.0073	4.1	6.5	21,016	.0074	1,695	5,126	4.1	5,188	26.2	7.5	22.5	14.5	36.1	35.9	6.9	14.0	6.3	28.1
Benton	241	67.8	.0402	20.8	50.3	138,734	.0488	2,046	6,670	22.2	6,263	13.0	3.1	16.7	8.9	45.9	37.8	16.8	21.8	7.6	28.4
△*Pasco-Kennewick-Richland*		*61.0*	*.0361*	*17.3*		*129,654*	*.0457*	*2,125*	*7,494*												
△Richland		30.5	.0181	8.0		68,260	.0241	2,238	8,533	9.9	6,904	8.3	1.6	12.2	5.9	50.2	37.5	20.4	24.0	8.9	30.8
△Kennewick		14.4	.0085	4.4		26,753	.0094	1,858	6,080	4.7	5,699	17.0	4.4	20.7	12.2	42.6	38.5	13.3	19.0	6.4	25.9
Chelan		42.9	.0254	14.1	19.4	73,179	.0258	1,706	5,190	14.9	4,897	24.8	7.5	25.9	18.4	34.9	36.8	8.4	13.9	5.0	23.4
Wenatchee		16.7	.0099	5.7		33,364	.0118	1,998	5,853	6.5	5,173	24.5	7.0	24.1	15.7	36.0	35.9	9.4	14.7	6.0	26.7
Clallam		29.8	.0176	9.6	12.2	53,462	.0189	1,794	5,569	10.3	5,210	23.5	6.7	22.8	14.7	37.1	36.7	10.9	17.0	5.7	24.9
Port Angeles		12.2	.0072	4.0		25,382	.0089	2,080	6,346	4.5	5,638	22.0	5.8	19.3	11.5	39.0	35.7	12.8	18.4	6.9	28.6
Clark	111	90.8	.0538	28.8	51.7	144,672	.0509	1,593	5,023	29.8	4,854	24.1	7.4	22.9	15.7	39.0	41.5	9.9	16.5	4.1	18.9
Vancouver		43.5	.0258	13.6		74,500	.0263	1,713	5,478	15.0	4,983	21.8	6.5	22.7	15.2	40.9	42.3	10.4	17.0	4.2	19.0
Columbia		4.7	.0028	1.5	3.0	8,501	.0030	1,809	5,667	1.6	5,347	29.2	8.1	25.9	16.1	29.3	28.3	7.5	11.5	8.1	36.0
Cowlitz		59.9	.0355	18.8	33.3	108,693	.0383	1,815	5,782	20.1	5,417	19.0	5.2	21.3	13.2	42.2	40.1	12.0	18.0	5.5	23.5
Longview		24.0	.0142	7.6		50,039	.0176	2,085	6,584	8.4	5,964	14.7	3.6	18.5	10.4	46.1	39.9	13.7	18.7	7.0	27.4
Kelso		9.3	.0055	2.9		18,946	.0067	2,037	6,533	3.8	5,011	22.2	6.6	23.9	15.9	37.8	38.9	11.7	19.0	4.4	19.6
Douglas		13.0	.0077	4.0		24,212	.0086	1,862	6,053	4.1	5,959	22.2	5.5	25.7	14.5	32.8	28.2	10.1	13.7	9.4	38.1
Ferry		4.3	.0025	1.1		5,993	.0021	1,394	5,448	1.5	4,085	35.7	13.0	28.5	23.3	27.6	34.8	4.6	9.2	3.6	19.7
Franklin	241	22.5	.0134	7.3	16.1	48,442	.0164	2,064	6,362	8.1	5,746	18.6	4.8	21.4	12.5	39.3	35.3	13.8	19.5	6.9	27.9
△Pasco		16.1	.0095	4.9		34,641	.0122	2,152	7,070	6.1	5,691	18.6	4.8	21.4	12.6	39.5	35.8	13.9	19.9	6.6	26.9
See Pasco-Kennewick-Richland																					
Garfield		3.2	.0019	.9		7,315	.0025	2,286	8,128	1.1	6,620	21.8	4.9	25.2	12.6	30.5	23.8	10.3	12.7	12.2	46.0
Grant		45.6	.0270	13.2	18.9	95,980	.0338	2,105	7,271	17.4	5,516	21.8	5.9	20.3	12.3	39.5	36.9	11.9	17.6	6.5	27.3
Moses Lake		11.6	.0069	3.7		22,921	.0081	1,976	6,195	4.2	5,401	20.0	5.5	21.9	13.6	41.1	39.2	11.2	16.8	5.8	24.9
Grays Harbor		58.0	.0343	19.4	31.8	105,746	.0373	1,823	5,451	21.1	5,006	24.6	7.3	22.1	14.7	38.4	39.5	10.0	16.3	4.9	22.2
Aberdeen		20.4	.0121	7.0		42,481	.0150	2,082	6,069	8.0	5,326	24.0	6.7	20.9	13.1	38.3	37.1	10.6	16.2	6.2	26.9
Hoquiam		11.4	.0068	3.7		22,154	.0078	1,943	5,988	4.2	5,218	20.9	5.9	19.6	12.6	42.8	42.3	11.9	18.5	4.8	20.7
Island		13.7	.0082	4.2		20,499	.0072	1,496	4,881	5.4	3,797	39.9	15.6	25.8	22.7	26.1	35.5	5.6	11.9	2.6	14.3
Jefferson		8.8	.0052	2.6	5.3	15,120	.0054	1,718	5,815	3.8	3,993	35.7	13.3	25.9	21.6	29.9	38.6	5.8	11.5	2.7	14.6
King	135	782.1	.4633	265.7	694.5	1,709,129	.6022	2,185	6,433	309.2	5,528	22.9	6.1	20.8	12.6	37.2	34.7	12.4	16.2	6.7	28.4
▲Seattle		568.6	.3368	193.2		1,361,219	.4797	2,394	7,046	246.3	5,528	23.5	6.3	21.0	12.8	36.3	33.9	12.3	18.0	6.9	29.0
Renton		17.4	.0103	5.3		30,582	.0109	1,775	5,827	5.9	5,244	17.5	4.9	20.3	13.0	45.7	44.9	12.3	19.1	4.2	18.1
Auburn		7.6	.0045	2.6		14,934	.0053	1,965	5,744	2.8	5,378	22.3	6.1	18.7	11.7	41.1	39.4	12.2	18.5	5.7	24.3

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 11.



IT WOULD TAKE 6,262 DC-7s TO CARRY THE 375,680 EXCLUSIVE READERS OF

The Seattle Times

(At DC-7 standard first class passenger capacity of approximately 60 person)



Imagine 6,262 plane loads of Seattle residents whom your message does *not* reach unless it's in The Seattle Times. *No other Seattle newspaper* covers these people. No flight of fancy, this...your Seattle sales soar high when you advertise in The Seattle Times. The 1957 certified survey by Dan E. Clark II and Associates shows that 117,400 families—375,680 readers—are reached *only* by The Seattle Times.

We invite you to write for a copy of the 1957 Circulation and Duplication Study and Report—or ask your O'Mara & Ormsbee representative for one.

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BIGGEST TV BUY IN THE WEST

Cascade's vast four-station network delivers unprecedented coverage in huge areas of three booming Northwest states. While each station enjoys the exclusivity and prestige of a single-station operation, the Cascade network delivers unparalleled saturation and domination throughout the entire region. All these unique factors combine to make Cascade one of the more important television buys in the Nation—the BIGGEST in the West!

MARKET DATA

POPULATION	563,875
(Urban 278,000, Rural 285,875)	
EFFECT. BUYING INCOME	$981,563,000
RETAIL SALES	657,655,000
GEN. MERCHANDISE	60,135,000
AUTOMOTIVE	116,239,000
DRUGS	22,603,000

Source: 1957 Survey of Buying Power



Cascade Broadcasting Co.

KIMA-TV, Yakima, Wash.
with Its Satellites
KEPR-TV KLEW-TV KBAS-TV

NATIONAL REP: WEED TELEVISION
SEATTLE AND PORTLAND: MOORE AND ASSOCIATES

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WASH. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Kitsap	185	83.9	.0527	29.1	35.3	149,777	.0528	1,685	5,147	32.2	4,651	25.4	8.1	21.5	15.5	40.3	44.7	9.6	16.7	3.2	15.0
△Bremerton		32.9	.0196	11.0		62,033	.0219	1,886	5,639	12.1	5,126	19.4	5.6	20.1	13.1	44.7	45.0	11.7	18.5	4.1	17.8
Kittitas		21.3	.0126	6.4	8.9	36,295	.0128	1,704	5,671	8.3	4,392	33.2	11.2	23.7	18.1	31.3	36.7	8.0	14.8	3.8	19.2
Ellensburg		8.9	.0053	2.6		17,530	.0062	1,970	6,742	4.1	4,291	37.7	13.0	20.8	16.2	29.6	35.6	8.0	15.1	3.9	20.1
Klickitat		12.8	.0076	4.2		29,202	.0071	1,578	4,810	4.5	4,531	27.4	9.0	27.5	20.2	33.3	38.0	8.0	14.4	3.8	18.4
Lewis		44.6	.0264	14.7	14.5	66,244	.0233	1,485	4,506	15.5	4,273	31.9	11.1	26.5	20.8	31.0	37.4	7.3	13.8	3.3	16.9
Centralia-Chehalis		*14.5*	*.0086*	*4.8*		*25,447*	*.0090*	*1,755*	*5,301*												
Chehalis		5.7	.0034	1.9		10,219	.0036	1,793	5,378	2.1	4,904	29.3	8.9	24.0	16.3	31.6	33.3	9.7	16.1	5.4	25.4
Centralia		8.8	.0052	2.9		15,228	.0054	1,730	5,251	3.6	4,255	34.5	12.0	25.1	19.8	28.9	35.0	8.1	15.5	3.4	17.7
Lincoln		11.0	.0065	3.5		30,092	.0106	2,738	8,598	3.7	8,229	20.9	3.3	20.0	8.1	28.6	17.9	12.0	11.9	18.5	58.3
Mason		15.4	.0091	4.9	5.2	28,223	.0093	1,703	5,352	5.4	4,863	24.0	7.3	21.4	14.7	41.1	43.6	9.5	15.9	4.0	18.5
Okanogan		29.8	.0177	9.0	6.7	43,719	.0154	1,467	4,858	9.4	4,663	25.4	8.1	26.5	19.0	35.2	38.9	9.1	15.8	3.8	18.2
Pacific		16.6	.0098	5.8	4.2	26,452	.0093	1,593	4,561	5.8	4,565	30.3	9.8	24.8	18.3	32.2	36.4	8.5	15.1	4.2	20.4
Pend Oreille		8.2	.0049	2.6		11,468	.0040	1,399	4,411	2.7	4,230	31.1	10.9	22.5	17.8	36.8	44.9	7.0	13.4	2.6	13.0
Pierce	147	308.3	.1826	92.0	207.0	561,934	.1981	1,823	6,108	126.7	4,434	34.8	11.6	22.3	17.0	30.4	35.3	8.4	15.3	4.1	20.8
▲Tacoma		159.1	.0943	54.4		296,725	.1046	1,865	5,455	59.5	4,986	26.7	7.9	22.5	15.2	35.5	36.7	10.1	16.5	5.2	23.7
Puyallup		10.9	.0065	3.7		17,635	.0062	1,618	4,766	3.8	4,583	30.2	9.8	21.2	15.5	35.9	40.4	8.8	16.5	3.9	18.8
San Juan		3.2	.0019	1.2		5,006	.0017	1,564	4,172	1.2	4,117	32.2	11.6	33.8	27.5	26.2	32.8	4.1	8.1	3.7	20.0
Skagit		47.3	.0280	15.0	17.1	69,070	.0244	1,460	4,605	15.1	4,568	29.8	9.7	25.1	18.3	32.7	36.9	8.3	14.8	4.1	20.3
Mount Vernon		7.1	.0042	2.0		14,048	.0050	1,979	7,024	2.8	4,938	28.1	8.4	22.6	15.3	35.0	36.6	8.9	14.7	5.4	25.0
Skamania		5.3	.0032	1.8		7,925	.0027	1,495	4,403	1.9	4,220	29.8	10.5	29.1	23.0	30.9	37.8	7.3	14.1	2.9	14.6
Snohomish	203	137.6	.0815	45.8	58.5	223,021	.0786	1,621	4,869	48.4	4,603	27.8	9.0	23.5	17.1	36.3	40.6	8.7	15.4	3.7	17.9
△Everett		34.5	.0204	12.2		64,208	.0226	1,861	5,263	13.5	4,754	27.4	8.5	21.3	15.1	37.9	41.1	9.2	15.7	4.2	19.6
Spokane	140	267.8	.1586	87.5	222.0	519,983	.1833	1,942	5,943	99.8	5,211	25.2	7.2	21.6	13.9	36.2	35.8	11.2	17.4	5.8	25.7
▲Spokane		187.8	.1113	62.8		386,771	.1363	2,059	6,159	72.8	5,310	24.5	6.9	21.4	13.4	36.5	35.4	11.5	17.6	6.1	26.7
Stevens		20.5	.0122	6.3	3.3	24,599	.0086	1,200	3,905	6.5	3,813	35.8	13.9	28.3	24.8	28.1	38.0	5.7	12.2	2.1	11.1
Thurston		47.7	.0282	16.1	20.2	86,279	.0304	1,809	5,359	17.0	5,082	24.7	7.2	22.7	15.1	37.0	37.5	10.3	16.4	5.3	23.8
Olympia		17.6	.0104	6.2		41,292	.0145	2,346	6,660	7.1	5,854	20.8	5.3	20.7	11.8	38.0	33.5	12.6	17.5	7.9	31.9
Wahkiakum		3.9	.0023	1.0		5,574	.0020	1,429	5,574	1.3	4,304	28.4	9.8	27.7	21.5	32.7	39.2	8.4	15.9	2.8	13.6
Walla Walla		42.4	.0251	12.8	29.5	80,093	.0262	1,889	6,257	15.7	5,112	27.1	7.9	24.3	15.8	33.4	33.7	9.0	14.3	6.2	28.3
Walla Walla		25.9	.0153	7.7		52,038	.0183	2,009	6,758	9.7	5,344	25.6	7.1	22.8	14.3	34.7	33.5	10.1	15.3	6.8	29.8
Whatcom	179	72.2	.0428	24.1	36.2	110,454	.0389	1,530	4,583	25.7	4,301	31.2	10.7	25.9	20.3	32.0	38.3	7.7	14.6	3.2	16.1
△Bellingham		36.2	.0214	12.5		64,342	.0227	1,777	5,147	14.5	4,451	31.1	10.4	23.8	17.9	33.4	38.7	8.0	14.6	3.7	18.4

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

Tacoma Leads Seattle, Portland and Spokane in Department Store Sales Increases

1956

TACOMA 4% Increase

SEATTLE . . . . 3% increase
PORTLAND . . . no change
SPOKANE . . . 3% increase

1955

TACOMA 10% Increase

SEATTLE . . . . 5% increase
PORTLAND . . . 5% increase
SPOKANE . . . 7% increase

1954

TACOMA 2% Increase

SEATTLE . . . . 1% increase
PORTLAND . . . 2% decrease
SPOKANE . . . 3% decrease

1953

TACOMA 1% Increase

SEATTLE . . . . 1% increase
PORTLAND . . . 1% decrease
SPOKANE . . . 2% increase

The Tacoma area is far and away the most consistently growing market in the entire Pacific Northwest and leads all Washington State in economic growth. Because grocery advertisers are aware of these favorable conditions, the Tacoma News Tribune carries more food advertising daily than any other Washington State newspaper except one. The News Tribune is the only daily newspaper serving the important Tacoma market.

Tacoma News Tribune

TACOMA, WASHINGTON

Represented by SAWYER - FERGUSON - WALKER COMPANY, INC.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WASH. COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Whitman		31.8	.0189	9.2	15.3	68,628	.0242	2,158	7,459	13.9	4,952	36.1	10.8	22.5	16.2	25.9	27.0	8.6	14.1	6.9	32.9
Pullman		12.0	.0071	2.6		27,062	.0095	2,257	10,416	7.3	3,735	47.9	19.0	23.9	20.5	19.7	27.1	6.2	13.5	3.4	19.9
Yakima	281	153.1	.0906	47.2	72.2	218,120	.0769	1,425	4,621	48.6	4,488	29.8	9.8	26.4	19.6	32.1	38.9	8.8	14.8	3.9	19.2
△Yakima		44.6	.0264	14.8		82,254	.0290	1,844	5,558	16.5	4,988	26.7	7.9	23.0	15.4	34.8	36.6	10.2	16.8	5.2	23.9
Sunnyside		6.0	.0036	2.0		10,790	.0038	1,798	5,395	2.0	5,419	25.0	6.8	21.2	13.2	35.6	33.8	11.5	17.3	6.7	29.0
Total Above Cities		1,401.7	.8304	465.9		2,988,671	1.0534	2,132	6,415	561.5	5,323	24.2	6.7	21.3	13.5	36.9	35.7	11.5	17.6	6.1	26.5
State Total		2,658.8	1.5750	869.3	1,089.1	4,995,753	1.7604	1,879	5,814	988.8	5,053	29.3	7.7	22.4	14.8	35.5	36.2	10.4	16.7	5.4	24.6

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Bellingham	179	72.2	.0428	24.1	36.2	110,454	.0389	1,530	4,583
△Bremerton	165	88.9	.0527	29.1	35.3	149,777	.0529	1,685	5,147
△Everett	203	137.6	.0815	45.8	58.5	223,021	.0786	1,621	4,869
△Pasco-Kennewick-Richland	241	90.3	.0536	28.1	66.4	185,176	.0652	2,051	6,590
Seattle	135	782.1	.4633	265.7	894.5	1,709,129	.6022	2,185	6,433
Spokane	140	267.8	.1586	87.5	222.0	519,983	.1833	1,942	5,943
Tacoma	147	308.3	.1826	92.0	207.0	561,934	.1981	1,823	6,108
△Yakima	281	153.1	.0906	47.2	72.2	218,120	.0769	1,425	4,621
Total Above Areas		1,900.3	1.1257	619.5	1,392.1	3,677,594	1.2960	1,935	5,938

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Before using these figures, read foreword, page 11.

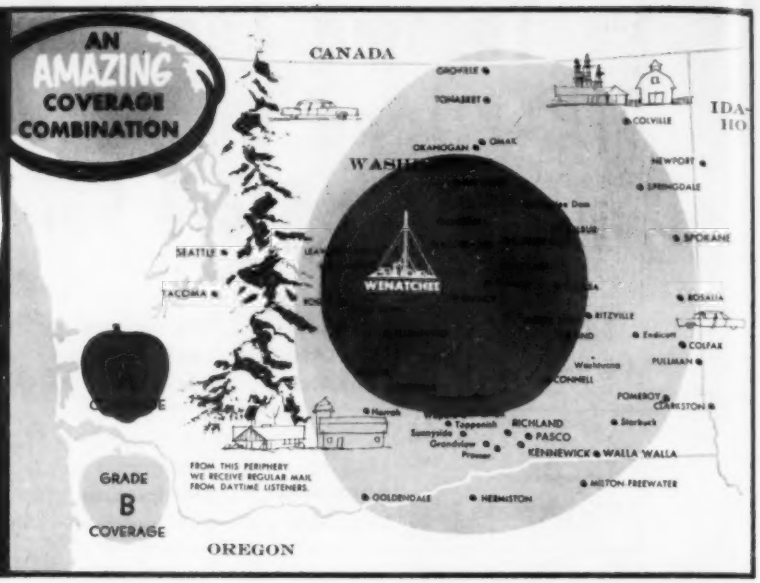
KPQ

WENATCHEE, WASH.

5000 W - 560 K. C.

Retail Sales
$438,983,000
Radio Homes
116,594
Radio Farm Homes
20,000

ABC-NBC AFFILIATE



WASH. — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES · CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		13,892	.0072	4,631	.0079	139	126	2,196	972	1,396	332	169	1,999	1,352	3,303	875
Asotin		6,586	.0034	1,606	.0061	94	47	1,917	559	244	262	408	394	639	1,631	428
Benton	241	63,701	.0331	3,063	.0424	105	82	19,533	4,377	4,776	3,091	3,387	7,754	6,401	4,898	4,095
△*Pasco-Kennewick-Richland*		*74,376*	*.0380*		*.0417*	*116*	*107*	*19,596*	*4,575*	*6,758*	*3,510*	*3,388*	*14,288*	*7,196*	*6,085*	*3,510*
△Richland		19,846	.0103		.0188	104	57	6,752	1,796	1,784	1,513	1,155	896	1,982	503	2,088
△Kennewick		25,271	.0131		.0103	121	154	7,697	1 190	1,545	579	1,295	4,846	2,806	2,621	512
Chelan		58,902	.0306	4,177	.0272	107	120	13,339	3,331	7,334	2,919	2,289	10,654	4,891	6,412	2,194
Wenatchee		38,560	.0200		.0139	140	202	7,767	1,662	6,192	2,564	1,655	8,131	2,788	3,367	1,563
Callam		34,508	.0179	3,595	.0183	104	102	10,080	2,790	3,524	1,480	1,545	5,116	2,579	1,378	1,002
Port Angeles		25,670	.0133		.0099	138	185	7,044	1,798	2,934	1,236	1,351	4,991	1,716	1,059	633
Clark	111	84,346	.0438	2,929	.0494	92	81	21,970	5,306	6,963	2,958	5,326	14,889	7,280	4,844	3,180
Vancouver		55,967	.0291		.0270	105	113	13,692	3,366	5,220	2,666	4,583	12,470	4,543	2,075	2,277
Columbia		4,859	.0026	3,239	.0028	100	93	942	427	74	149	166	317	237	1,479	247
Cowlitz		63,030	.0327	3,353	.0361	102	92	14,859	3,862	6,431	2,667	4,110	11,196	5,905	4,471	2,347
Longview		40,764	.0212		.0180	127	149	9,270	1,704	5,310	2,215	2,476	8,407	2,592	2,151	1,673
Kelso		13,642	.0071		.0066	120	129	3,489	1,120	642	284	1,537	1,328	1,532	1,613	442
Douglas		4,063	.0021	1,016	.0064	83	27	1,070	538	119	180	106	649	357	674	150
Ferry		1,893	.0010	1,721	.0019	76	40	355	209	688	45	50	62	203	147	106
Franklin	241	31,506	.0164	4,316	.0158	118	122	5,480	1,745	3,548	1,459	871	8,615	2,629	3,284	993
△Pasco		29,259	.0152		.0126	133	160	5,147	1,589	3,429	1,418	871	8,546	2,349	2,901	910
See Pasco-Kennewick-Richland																
Garfield		4,374	.0022	4,860	.0023	121	116	674	156	96	130	237	533	138	1,152	49
Grant		50,095	.0260	3,795	.0301	111	96	10,151	4,456	3,631	2,191	2,162	8,731	4,778	9,136	1,614
Moses Lake		21,643	.0112		.0088	128	162	3,956	1,929	1,579	712	894	4,439	2,272	3,534	523
Grays Harbor		72,582	.0378	3,741	.0386	107	110	18,320	5,647	7,910	3,039	3,197	13,802	4,462	5,378	1,865
Aberdeen		44,752	.0232		.0160	140	192	10,538	3,167	4,891	2,523	2,180	10,394	2,066	3,301	1,072
Hoquiam		10,254	.0053		.0069	101	78	3,285	899	1,177	484	619	408	1,057	781	459
Island		9,371	.0048	2,231	.0067	82	59	2,238	585	1,006	242	533	1,702	813	642	310
Jefferson		8,222	.0043	3,162	.0050	90	83	2,968	470	493	227	497	927	700	506	349
King	135	1,129,831	.5869	4,252	.5699	123	127	239,252	89,767	222,723	61,888	50,897	181,127	74,285	56,054	36,655
1▲Seattle		918,645	.4772		.4504	134	142	178,352	75,517	211,424	56,630	41,007	123,653	53,958	39,099	28,525
Renton		31,840	.0165		.0125	121	160	7,284	1,869	2,112	1,829	2,241	6,778	2,910	2,907	1,363
Auburn		21,642	.0112		.0069	153	249	4,975	915	958	668	722	7,303	1,295	927	665
Kitsap	185	86,389	.0449	2,989	.0504	96	85	23,215	5,500	9,300	3,077	4,284	13,817	5,761	5,846	4,065
△Bremerton		54,081	.0281		.0233	119	144	10,431	3,414	8,352	2,609	2,870	10,265	2,670	3,520	3,184
Kittitas		25,488	.0132	3,983	.0128	102	105	5,147	2,035	1,390	942	1,044	3,399	3,796	2,838	625
Ellensburg		17,911	.0093		.0070	132	175	3,685	1,078	861	802	907	2,620	2,578	2,411	453
Klickitat		10,892	.0057	2,593	.0068	89	75	2,567	1,113	1,011	53	189	1,917	1,581	1,617	344
Lewis		55,371	.0287	3,767	.0256	97	109	12,355	3,573	4,702	1,999	2,750	8,835	3,987	5,357	1,247
Centralia-Chehalis		*40,987*	*.0213*		*.0126*	*147*	*248*	*8,249*	*2,047*	*4,154*	*1,664*	*2,618*	*7,457*	*2,515*	*5,411*	*914*
Chehalis		20,711	.0108		.0057	168	318	3,740	857	2,737	599	1,028	3,900	932	2,332	417
Centralia		20,216	.0105		.0060	133	202	4,509	1,190	1,417	1,065	1,590	3,557	1,583	1,079	497

1 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 11, under heading "Mail Order."

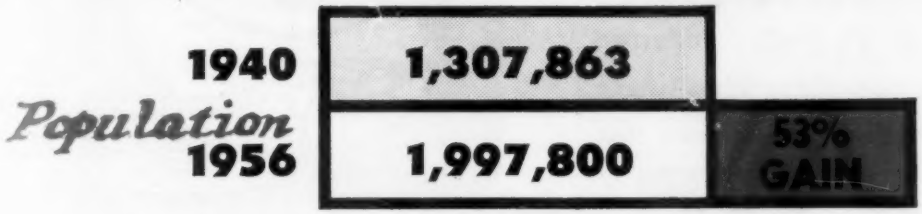
SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

© SM, 1957

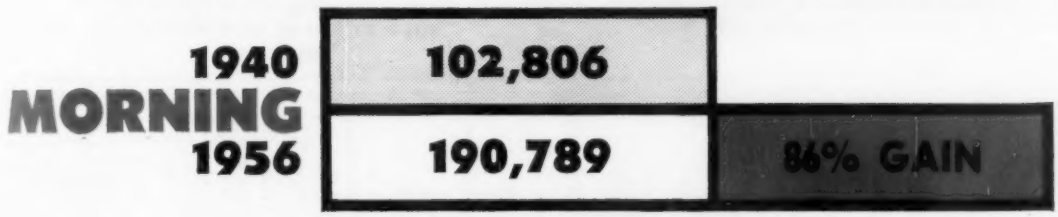
In The Big Seattle 20-County Market

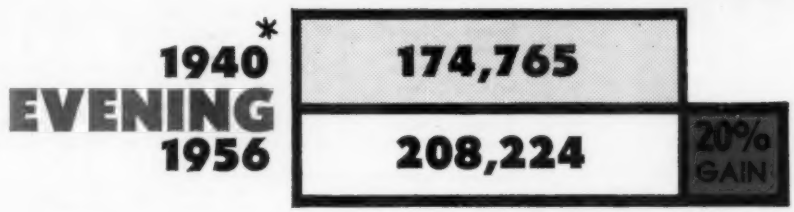
Only The MORNING NEWSPAPER FIELD Has Kept Pace With Population Growth!

This chart shows percentage of field gain, 1940-1956

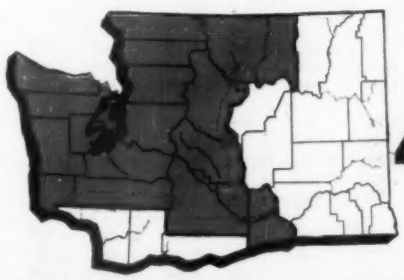


SEATTLE NEWSPAPERS' FIELD





*Times and Star. Times bought Star circulation in 1947.



In this great $2 billion market, the morning Seattle Post-Intelligencer delivers the following:

DAILY COVERAGE:

47% *in the Seattle ABC City Zone* **37%** *of urban families in the Seattle-20-County market.*

GREATEST MORNING AND SUNDAY CIRCULATION IN WASHINGTON STATE

Daily: 190,789 **Sunday: 258,780**

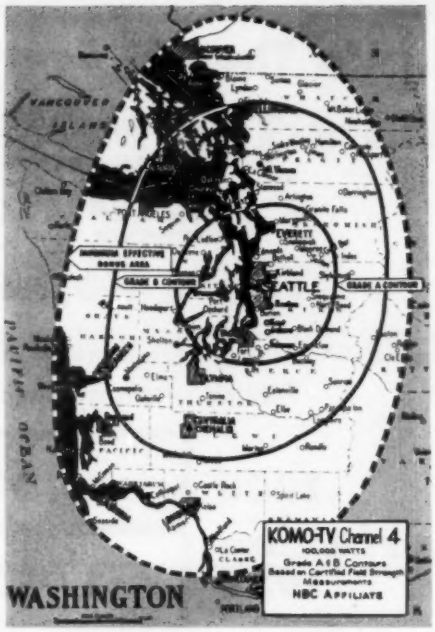
Seattle Post-Intelligencer

Represented Nationally By Hearst Advertising Service

At **KOMO-TV,** first with full color in the rich, bursting-at-the-seams market that is **Seattle** and Western Washington, your message is directed to viewers who *respond.* Imaginative programming, service in the public *interest,* superior news reporting, has built for KOMO-TV an enviable record of **Audience Influence**... influence that is a source of pride to us—a source of profit to advertisers... influence that

PAYS OFF!

In Seattle and Western Washington is concentrated over 70% of the state's population—one and ¾ million people—with effective buying income of over 3 billion dollars and annual food sales that total more than 4½ million. Set count in KOMO-TV's effective coverage areas as of January, 1957, totalled 554,300.



KOMO-TV *Channel* **4** *Seattle*

SOLD BY NBC SPOT SALES

WASH.

Cont. from page 731

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Longview	Cowlitz	24.0	271	39	31	30	19	23	20	44	15	14
Moses Lake	Grant	11.6	126	11	22	15	11	8	11	14	20	2
Mount Vernon	Skagit	7.1	205	19	36	18	24	14	21	19	11	6
Olympia	Thurston	17.6	395	92	63	21	37	22	25	44	21	11
Pasco	Franklin	16.1	160	16	33	10	18	11	11	24	12	5
Port Angeles	Clallam	12.2	239	51	38	25	20	14	14	26	11	6
Pullman	Whitman	12.0	89	15	10	9	5	7	7	11	6	3
Puyallup	Pierce	10.9	199	42	23	13	10	10	14	29	17	6
Renton	King	17.4	231	36	36	15	23	18	18	27	20	5
Richland	Benton	30.8	*	*	*	*	*	*	*	*	*	*
Seattle	King	568.6	6,321	1,298	1386	526	380	371	266	640	312	222
Spokane	Spokane	187.8	2,016	368	368	184	137	122	115	244	95	73
Sunnyside	Yakima	6.0	112	18	14	8	10	5	12	15	15	2
Tacoma	Pierce	159.1	1,887	429	332	166	134	110	101	192	112	48
Vancouver	Clark	43.5	482	79	69	51	27	33	21	95	19	12
Walla Walla	Walla Walla	25.9	357	46	59	33	29	30	20	31	22	12
Wenatchee	Chelan	16.7	273	49	39	27	26	20	20	38	16	9
Yakima	Yakima	44.6	687	127	122	56	43	37	43	105	31	21

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lincoln		11,968	.0063	3,419	.0085	131	97	1,756	622	499	293	206	1,974	500	5,075	321
Mason		15,391	.0080	3,141	.0088	97	88	4,830	961	2,235	109	608	2,580	1,364	1,108	194
Okanogan		22,485	.0116	2,498	.0147	83	86	5,243	1,763	1,967	660	1,018	4,101	2,460	1,784	738
Pacific		14,582	.0076	2,514	.0089	91	78	4,499	1,304	1,330	88	545	2,433	1,826	650	552
Pend Oreille		6,977	.0036	2,683	.0041	84	73	1,801	687	572	196	34	1,448	868	369	277
Pierce	147	321,283	.1669	3,492	.1856	102	91	76,180	23,211	45,277	14,534	18,180	50,316	23,349	18,182	11,030
▲Tacoma		249,381	.1295		.1100	117	137	55,117	17,556	39,857	13,014	15,353	39,395	14,817	14,063	7,253
Puyallup		22,745	.0118		.0079	122	182	4,915	926	1,767	642	1,166	5,319	2,072	1,633	1,631
San Juan		2,316	.0012	1,930	.0016	84	63	876	149	207	51	81	255	146	372	52
Skagit		63,851	.0332	4,257	.0278	99	119	13,185	3,854	6,071	3,044	2,820	12,087	4,625	6,893	1,666
Mount Vernon		28,951	.0150		.0078	186	357	2,648	1,316	3,993	2,017	972	7,090	1,268	2,653	807
Skamania		3,935	.0020	2,186	.0026	81	63	1,143	481	550	...	98	479	484	207	246
Snohomish	203	138,849	.0722	3,032	.0772	95	89	36,152	8,297	13,821	5,615	6,991	24,627	11,880	13,012	3,147
△Everett		73,307	.0381		.0268	131	187	16,820	3,379	10,632	4,252	3,664	15,834	4,556	5,286	1,706
Spokane	140	338,221	.1757	3,865	.1761	111	111	73,170	20,988	58,334	17,849	17,634	56,004	20,950	19,245	10,741
▲Spokane		294,754	.1531		.1363	122	138	61,262	18,391	56,806	17,291	16,154	46,258	15,636	13,756	9,548
Stevens		17,312	.0090	2,748	.0095	78	74	3,960	859	3,022	248	459	3,868	1,620	1,402	594
Thurston		57,214	.0297	3,554	.0297	105	105	13,611	3,586	4,631	2,805	3,370	9,245	4,239	2,979	5,719
Olympia		46,643	.0242		.0166	160	233	10,000	2,644	4,028	2,805	3,145	8,679	3,232	2,232	5,335

*Not available.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.

© SM, 1957.

WASH.

RETAIL SALES — SM ESTIMATES, 1956 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Wahkiakum		1,973	.0010	1,973	.0018	78	43	380	194	458	118	77	52	440	101	43
Walla Walla		48,834	.0254	3,615	.0267	106	101	9,045	3,145	6,455	2,393	3,153	7,310	3,040	6,884	1,663
Walla Walla		45,540	.0237		.0193	126	155	8,376	2,950	5,950	2,393	3,056	6,901	2,609	6,222	1,449
Whatcom	179	55,418	.0288	2,300	.0367	86	87	11,541	3,893	6,035	3,147	2,286	7,632	3,041	5,365	1,533
△Bellingham		39,537	.0205		.0218	102	96	8,375	2,768	5,204	2,964	1,962	5,076	2,105	3,397	1,189
Whitman		37,651	.0195	4,083	.0217	115	103	6,682	1,788	1,958	1,064	956	7,647	2,587	9,111	1,411
Pullman		10,782	.0056		.0079	111	79	2,621	678	666	503	700	2,062	885	705	343
Yakima	261	164,300	.0854	3,481	.0822	91	94	35,888	9,917	20,226	5,570	7,623	28,548	11,028	19,007	5,049
△Yakima		99,547	.0517		.0353	134	196	17,897	6,209	16,806	4,190	4,677	19,203	5,995	8,674	3,272
Sunnyside		14,504	.0075		.0049	136	208	3,483	489	965	658	1,325	2,065	1,070	2,166	581
Total Above Cities		2,336,365	1.2133		1.0570	127	146	483,127	162,366	409,538	131,105	121,156	380,841	146,173	136,968	80,352
State Total		3,142,458	1.6324	3,657	1.6849	107	104	706,000	223,087	480,857	147,001	150,366	497,109	227,301	232,074	107,606

METRO. AREAS		Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
RETAIL SALES — SM ESTIMATES, 1956																
△Bellingham	179	55,418	.0288	2,300	.0367	86	87	11,541	3,893	6,035	3,147	2,285	7,632	3,041	5,365	1,533
△Bremerton	185	86,389	.0449	2,969	.0504	96	85	23,215	5,500	9,308	3,077	4,284	13,817	5,761	5,846	4,065
△Everett	203	138,849	.0722	3,032	.0772	95	89	36,182	8,297	13,821	5,615	6,991	24,627	11,880	13,012	3,147
△Pasco-Kennewick-Richland	241	95,207	.0495	3,388	.0582	109	92	25,013	6,122	8,324	4,550	4,258	16,369	9,030	8,182	5,088
Seattle	135	1,129,831	.5869	4,252	.5699	123	127	239,252	89,767	222,723	81,888	50,897	161,127	74,285	56,054	36,655
Spokane	140	336,221	.1757	3,865	.1761	111	111	73,170	20,968	58,334	17,849	17,634	56,004	20,950	19,245	10,741
Tacoma	147	321,283	.1669	3,492	.1856	102	91	76,180	23,211	45,277	14,534	18,180	50,316	23,349	18,182	11,030
△Yakima	261	164,300	.0854	3,481	.0822	91	94	35,888	9,917	20,226	5,570	7,623	28,548	11,028	19,007	5,049
Total Above Areas		2,329,498	1.2103	3,760	1.2383	110	108	520,441	167,675	383,848	116,230	112,152	358,440	159,324	144,893	77,308

WEST VIRGINIA — (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia.)

Map, page 740

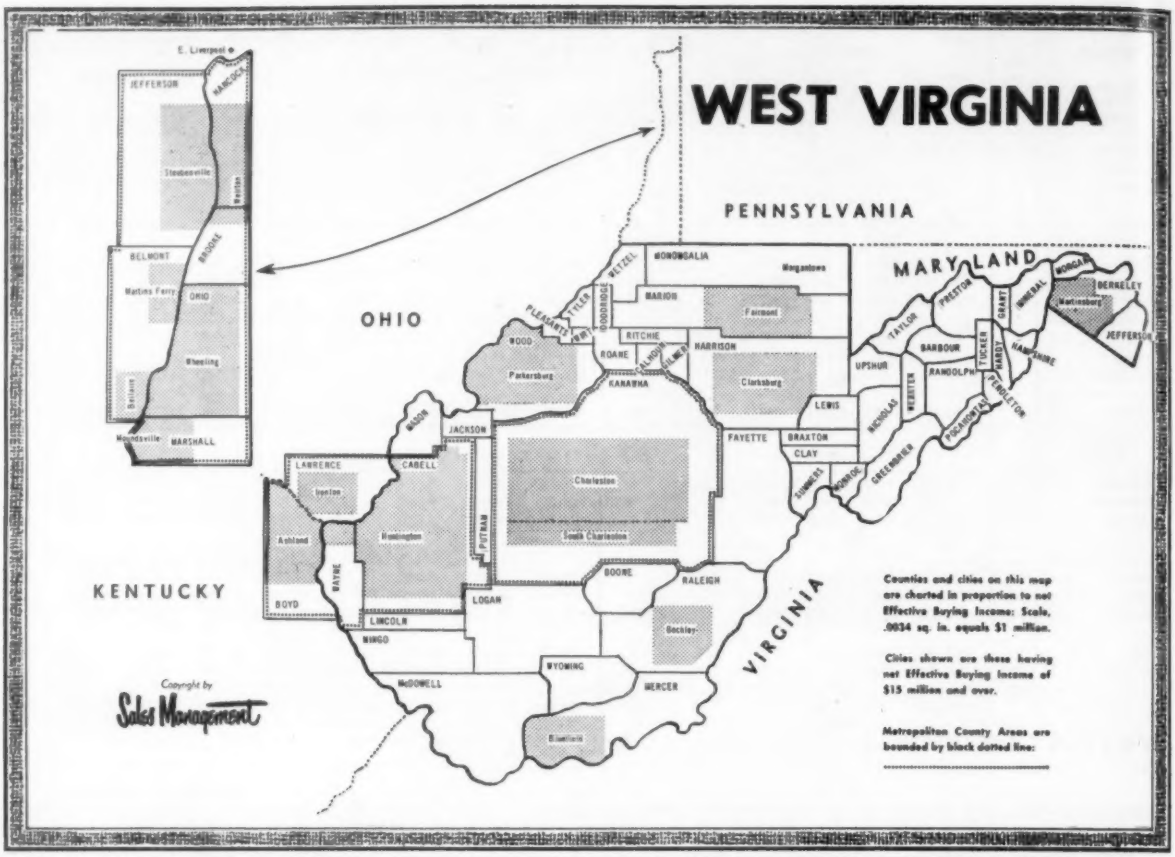
City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Beckley	Raleigh	21.6	322	65	43	41	32	25	22	32	9	11
Bluefield	Mercer	21.9	297	55	52	21	33	26	19	23	13	8
Charleston	Kanawha	76.3	1,148	231	213	90	110	65	55	107	43	44
Clarksburg	Harrison	33.2	487	111	102	21	53	34	30	47	12	20
Elkins	Randolph	9.4	150	20	32	8	16	13	11	26	5	4
Fairmont	Marion	31.2	422	98	83	26	34	32	34	41	20	12
Huntington	Cabell	92.4	1,070	292	221	81	80	65	53	92	44	42
Logan	Logan	5.2	173	33	38	15	16	18	19	12	4	4
Martinsburg	Berkeley	16.0	280	87	41	10	32	10	22	24	14	7
Montgomery	Fayette	3.5	71	7	10	7	10	6	8	6	7	3
Morgantown	Monongalia	29.1	396	112	73	19	35	19	21	45	14	9
Moundsville	Marshall	15.0	210	66	44	6	13	8	16	26	13	5
Oak Hill	Fayette	5.2	119	21	14	11	12	10	14	9	3	3
Parkersburg	Wood	43.3	560	132	110	33	47	35	39	59	23	14
Princeton	Mercer	9.0	175	43	33	4	17	10	13	19	8	8
St. Albans	Kanawha	14.7	147	39	23	13	6	11	7	22	11	5
South Charleston	Kanawha	21.6	197	53	37	17	9	19	4	24	12	7
Weirton	Hancock	30.4	280	59	89	13	19	17	15	20	18	9
Welch	McDowell	6.5	137	27	25	13	16	11	16	7	3	3
Wheeling	Ohio	65.3	916	214	248	81	85	36	32	57	32	23
Williamson	Mingo	8.8	141	26	21	14	21	13	10	12	4	4

COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57: Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956: Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Barbour		18.4	.0109	4.6	2.4	18,464	.0085	1,003	4,014	5.6	3,306	46.6	21.3	32.4	33.4	16.0	25.3	2.8	6.4	2.2	13.6
Berkeley		28.9	.0172	8.1	16.0	39,306	.0138	1,360	4,853	9.6	4,103	30.4	11.2	32.0	26.4	29.2	37.3	5.7	11.5	2.7	13.6
Martinsburg		16.0	.0095	4.8		24,957	.0088	1,560	5,199	5.9	4,226	28.0	10.0	31.1	25.1	31.9	39.5	6.3	12.2	2.7	13.2
Boone		34.0	.0201	7.7		37,425	.0132	1,101	4,860	9.1	4,135	27.0	9.8	34.7	26.5	29.2	37.0	6.8	13.5	2.3	11.2
Braxton		15.3	.0091	3.7		12,398	.0044	810	3,350	4.1	3,036	50.8	25.2	28.0	31.3	17.3	29.8	2.8	7.6	1.1	6.1
Brooke	160	25.6	.0151	6.9	14.0	41,614	.0146	1,626	6,031	8.4	4,932	23.4	7.1	22.9	15.8	40.1	42.6	9.5	15.9	4.1	18.6
1 Weirton																					
Cabell	65	113.2	.0671	34.3	86.9	183,179	.0646	1,618	5,340	38.6	4,740	27.9	8.8	28.5	20.5	30.7	33.9	8.2	14.3	4.7	22.5
2▲Huntington		92.4	.0547	28.3		160,256	.0565	1,734	5,663	33.3	4,807	27.7	8.7	27.9	19.7	31.0	33.7	8.5	14.6	4.9	23.3
Calhoun		8.6	.0051	2.1		6,560	.0023	763	3,124	2.2	2,989	55.8	28.1	25.8	29.4	14.1	24.6	2.7	7.4	1.8	10.5
Clay		14.1	.0083	3.3		12,373	.0044	878	3,749	3.5	3,547	43.4	18.4	28.1	26.9	20.2	29.8	6.5	15.0	1.8	9.9
Doddridge		8.1	.0048	2.1		7,406	.0026	915	3,526	2.4	3,087	48.1	23.4	28.3	31.3	20.3	34.3	2.5	6.6	.8	4.4
Fayette	25	82.5	.0489	20.3	10.4	99,350	.0350	1,204	4,894	23.2	4,284	26.3	9.3	35.8	28.3	28.7	35.1	6.1	11.8	3.1	15.5
Oak Hill		5.2	.0031	1.4		9,118	.0032	1,753	6,513	1.8	5,060	19.1	5.7	30.6	20.5	37.6	38.9	7.8	12.7	4.9	22.2
3 Montgomery		3.5	.0021	1.0		9,229	.0033	2,637	9,229	1.7	5,422	29.1	8.1	26.9	16.8	26.2	25.3	9.9	15.0	7.9	34.8
Gilmer		8.1	.0048	2.0		7,564	.0027	934	3,782	2.6	2,882	53.0	27.7	29.7	35.1	14.2	25.7	2.2	8.2	.9	5.3
Grant		8.0	.0048	2.2		8,594	.0023	824	2,997	2.3	2,914	55.9	28.9	29.0	33.9	11.2	20.1	2.2	6.1	1.7	11.0

1 Weirton is in Brooke and Hancock Counties.
2 Huntington is in Cabell and Wayne Counties.
3 Montgomery is in Fayette and Kanawha Counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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W. VIRGINIA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1958 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000& over % Units	% Inc.
Greenbriar		37.2	.0220	9.3	2.5	44,580	.0157	1,198	4,794	11.4	3,929	35.7	13.7	32.8	28.4	23.5	31.3	5.2	10.9	2.8	15.7
Hampshire		11.9	.0070	3.0		10,262	.0036	862	3,421	3.4	3,027	49.8	24.8	32.1	36.0	14.2	24.5	2.7	7.4	1.2	7.3
Hancock	160	34.4	.0204	9.0	30.4	59,793	.0211	1,738	6,644	10.6	5,667	14.9	4.0	23.4	14.0	42.9	39.6	13.0	19.0	5.8	23.4
1 Weirton		30.4	.0180	8.4		55,755	.0196	1,834	6,638	9.7	5,751	14.6	3.8	22.5	13.4	43.5	39.5	13.4	19.2	6.0	24.1
Hardy		8.8	.0052	2.2		7,582	.0028	862	3,446	2.6	2,909	53.5	27.6	30.6	35.7	12.8	23.1	1.8	5.2	1.3	8.4
Harrison	192	80.3	.0476	22.7	36.3	122,149	.0931	1,521	5,381	26.1	4,671	27.4	8.8	28.2	20.6	32.2	36.1	7.9	13.9	4.3	20.6
△Clarksburg		33.2	.0197	10.7		66,344	.0234	1,998	6,200	12.6	5,265	23.3	6.7	25.6	16.5	35.4	33.2	9.7	15.2	6.0	26.4
Jackson		14.0	.0083	3.5		12,261	.0043	876	3,503	3.9	3,145	50.4	24.1	28.5	30.7	16.3	27.2	3.2	8.5	1.6	9.5
Jefferson		16.8	.0098	4.4	3.0	18,567	.0065	1,125	4,220	5.3	3,533	40.0	17.0	32.6	31.4	21.4	31.8	4.2	9.7	1.8	10.1
Kanawha	25	244.2	.1446	67.3	148.0	408,044	.1438	1,671	6,063	79.0	5,168	23.2	6.7	25.0	16.4	36.1	36.6	10.4	16.6	5.3	23.7
Charleston-South Charleston		*97.9*	*.0580*	*30.5*		*209,779*	*.0739*	*2,143*	*6,878*												
▲Charleston		76.3	.0452	23.7		164,953	.0581	2,162	6,960	29.6	5,570	23.9	6.5	24.5	14.9	33.2	31.2	11.1	16.4	7.3	31.0
South Charleston		21.6	.0128	6.8		44,826	.0158	2,075	6,592	7.7	5,852	16.4	4.2	19.3	11.2	43.1	38.6	14.9	20.9	6.3	25.1
St. Albans		14.7	.0087	4.2		24,035	.0085	1,635	5,723	4.3	5,568	15.6	4.2	18.9	11.6	47.0	44.2	13.6	20.1	4.9	19.9
3 Montgomery																					
Lewis		18.9	.0112	4.6	8.2	18,516	.0065	980	4,025	5.3	3,466	43.5	18.9	30.8	30.1	19.7	29.8	4.0	9.6	2.0	11.6
Lincoln		21.0	.0125	4.8		17,160	.0061	817	3,575	5.3	3,227	45.9	21.4	32.5	34.3	17.0	27.5	3.1	7.8	1.5	9.0
Logan		78.3	.0464	18.0	15.7	100,340	.0354	1,281	5,574	22.0	4,555	23.0	7.6	36.6	27.3	29.2	33.6	7.5	13.6	3.7	17.9
Logan		5.2	.0031	1.4		11,422	.0040	2,197	8,159	1.9	6,157	22.7	5.6	27.6	15.2	28.7	24.4	10.8	14.4	10.2	40.4
McDowell		90.9	.0538	20.8	15.2	110,997	.0391	1,221	5,336	25.3	4,382	24.7	8.5	37.1	28.7	28.0	33.5	6.9	13.0	3.3	16.3
Welch		6.5	.0039	1.8		13,901	.0049	2,139	7,723	2.6	5,363	27.0	7.6	28.6	18.0	27.0	26.4	10.0	15.4	7.4	32.6
Marion		68.8	.0408	19.8	34.5	100,984	.0355	1,468	5,100	22.1	4,580	26.2	8.6	29.5	21.9	32.6	37.3	8.0	14.4	3.7	17.8
Fairmount		31.2	.0185	9.6		55,343	.0195	1,774	5,765	11.1	4,978	24.1	7.3	27.8	19.0	33.9	35.6	9.2	15.2	5.0	22.9
Marshall	160	33.1	.0196	9.1	20.1	43,636	.0154	1,318	4,795	10.3	4,229	29.2	10.4	29.9	24.1	31.1	38.5	7.1	13.8	2.7	13.2
Moundsville		15.0	.0089	4.0		18,989	.0067	1,266	4,747	4.5	4,257	26.7	9.5	30.9	24.6	32.6	40.1	7.4	14.3	2.4	11.5
Mason		23.0	.0136	6.1	4.6	22,916	.0081	996	3,757	6.5	3,503	41.0	17.6	30.3	29.3	22.6	33.6	4.5	10.6	1.6	8.7
Mercer		73.9	.0438	18.7	33.1	94,616	.0333	1,280	5,060	22.4	4,222	32.2	11.5	31.3	25.1	26.5	32.9	6.6	12.9	3.4	17.6
4 *Bluefield (W. Va.)-Bluefield (Va.)*		*27.0*	*.0160*	*7.4*		*45,146*	*.0159*	*1,672*	*6,101*												
5 Bluefield		21.9	.0130	6.0		38,124	.0134	1,741	6,354	7.8	4,905	29.6	9.1	27.2	18.8	29.0	31.0	8.5	14.3	5.7	26.8
Princeton		9.0	.0053	2.6		14,028	.0049	1,559	5,395	3.1	4,463	27.6	9.3	31.1	23.7	30.1	35.3	7.7	14.3	3.5	17.4
Mineral		20.8	.0123	5.7	8.4	23,321	.0083	1,121	4,091	6.4	3,632	36.7	15.2	31.1	29.1	26.9	36.8	3.7	8.3	1.6	8.6
Mingo		48.1	.0285	11.1	6.8	48,023	.0169	998	4,326	12.7	3,768	33.4	13.4	36.8	32.9	23.1	32.1	4.8	10.6	2.1	11.0

1 Weirton is in Brooke and Hancock Counties.
3 Montgomery is in Fayette and Kanawha Counties.
4 Bluefield is in Mercer (W. Va.,) and Tazewell (Va.) Counties.

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5 West Virginia portion only.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures, read foreword, page 11.

Largest City, Suburban and Total Circulation in West Virginia

The Charleston Gazette

The State Newspaper—Member of The Associated Press

Charleston, West Virginia, Friday, May 10, 1957

Valley's Chemical Industry In Midst of Huge Expansion

Coal Production Still Up; More Mines Mechanize

West Virginia, site of the world's largest bituminous fields with much of the coal mined and administered within spending distance of Charleston, reached 157 million tons production in 1956. The record year was 1925 with 176 million tons.

The output in 1956 exceeded 1955 by 15 million tons. With production for the entire nation rising 35 million tons, this meant that 43% of the increase was accounted for in West Virginia.

There is no slackening in demand thus far in 1957, mine openings are on the increase, capital is investing and mechanization of the industry continues. Coal Age, a McGraw-Hill trade publication, sees nothing on the horizon in 1957 to halt direction or slow down this resurgence of interest in West Virginia's largest industry.

Illustrating what mechanization has meant in the coal fields the 157 million ton year in 1956 was reached with just about the same size labor force employed in 1909.

Conventions Get New Space Here

Charleston's new Civic Center located within a quarter mile of the heart of the downtown district is rapidly taking shape. When completed it will provide convention facilities that the city has long needed.

One central hall measuring 206 x 175 will provide 36,000 square feet of floor space in a single room. Space of this size will house an automobile or boat show, food conventions with their displays or booths, hardware or appliance gatherings and the like.

Carbide, duPont Monsanto Spend

The Great Kanawha Valley's Blue Chip names in chemistry — duPont, Carbide, Monsanto, Westvaco and the like — are all spending serious money in plant expansion and conversion.

Carbide & Carbon Chemicals Corp. already equipped with one research laboratory, are building two more nearby.

Monsanto Chemical Co., in conjunction with Emery Industries, Inc., have scheduled a $4 million refinery.

E. I. DuPont deNemours & Co. are modernizing their huge operation at nearby Belle. Described as a "multi-million dollar" project, it means the plant will convert from coal to natural gas as a basic raw material for its synthesis facilities.

The Goodrich-Gulf Chemicals, Inc. which took over the World War II synthetic rubber plant across from Carbide will spend $2 million in conversion and modernization.

Westvaco Chemical Co., a division of Food Machinery and Chemical Corp., have a multi-million dollar expansion to increase the production of their two major products—carbon bisulphide and carbon tetrachloride.

A new unit at Carbide's Institute plant is slated for beginning in late 1958 designed to manufacture 50 million pounds of fluorocarbons a year.

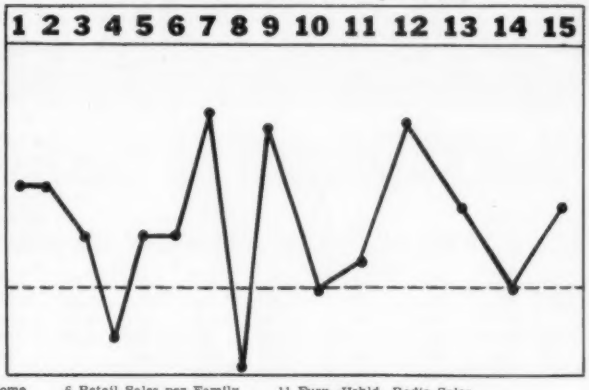
At Ravenswood, 50 miles from Charleston, the huge Kaiser Aluminum and Chemical Corp. plant is nearing completion at a $216 million investment.

All this has raised West Virginia to the fifth largest state in chemical construction in the last year, according to the authoritative Chemical and Engineering News as released by the American Chemical Society.

Sales Management Categories

See Numerals Below for Explanation

City Ranking By Size	ABC 1950 City Zone Population
Chattanooga	201,405
Wilmington	184,018
Little Rock	178,558
South Bend	172,834
Knoxville	167,263
Evansville	156,043
Erie	155,405
Reading	155,184
Charlotte	154,425
CHARLESTON	149,610
Utica	114,274
Montgomery	112,247
Duluth	109,720



1 Effective Buying Income
2 E. B. I. per Family
3 E. B. I. per Capita
4 Urbanized Population
5 Total Retail Sales
6 Retail Sales per Family
7 Food Sales
8 Eating & Drinking Places
9 General Mdse. Sales
10 Apparel Sales
11 Furn.-Hshld. Radio Sales
12 Auto Sales
13 Gas Serv. Sta. Sales
14 Lumber & Hdwe.
15 Drug Sales

THE GAZETTE'S 1956 page ad in Sales Management asked the question: "What is a 100,000-plus City?" We sought an answer by comparing Charleston with the same dozen cities shown above. Now we show the ABC 1950 City Zone populations as listed in Standard Rate & Data Service. Taking the Sales Management categories beginning on Page 142 of their 1956 book and going straight through to Page 172 notice on this chart how impressively Charleston ranks. Only in % of Urbanized population and Eating and Drinking places does it lag. It strikes its own No. 10 level in Apparel Sales and Lumber and Hardware. In all others it ranks well above its level, including No. 3 in all-important Food Sales, 4th in General Merchandise and 5th in Automobile Sales.

The Charleston Gazette

"Largest Circulation • Lowest Milline in West Virginia"

NATIONAL ADVERTISING REPRESENTATIVES: JOHNSON, KENT, GAVIN & SINDING, INC.

New York • Chicago • Boston • Los Angeles • San Francisco • Atlanta • Minneapolis • Greensboro

Charleston 30, West Virginia



W. VIRGINIA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000& over % Units	% Inc.
Williamson		8.8	.0052	2.6		13,143	.0046	1,494	5,055	3.1	4,269	29.7	10.5	31.0	24.6	29.5	36.2	6.7	12.9	3.1	15.8
Monongalia		60.1	.0358	16.1	33.4	90,448	.0318	1,505	5,618	22.1	4,099	35.0	12.9	28.5	23.5	27.1	34.5	6.4	12.9	3.0	16.1
Morgantown		29.1	.0172	8.0		55,505	.0196	1,907	6,935	13.5	4,111	37.9	13.9	26.1	21.5	26.3	33.5	6.3	12.7	3.4	18.4
Monroe		12.3	.0073	3.0		10,848	.0039	882	3,616	3.4	3,160	49.4	23.5	28.4	30.7	17.4	28.8	3.3	8.5	1.5	8.5
Morgan		7.7	.0045	2.2		7,423	.0026	964	3,374	2.2	3,301	39.4	18.0	34.9	36.0	22.0	34.8	2.9	7.3	.8	3.9
Nicholas		27.9	.0166	6.6	5.4	28,064	.0099	1,006	4,252	7.5	3,757	33.8	13.5	35.5	32.1	24.2	33.8	4.4	9.6	2.1	11.0
Ohio	160	77.3	.0458	23.3	68.8	142,999	.0504	1,850	6,137	28.6	5,009	25.3	7.6	28.2	19.1	32.5	34.0	8.5	14.0	5.5	25.3
▲Wheeling		65.3	.0387	20.5		124,518	.0439	1,907	6,074	24.8	5,020	25.5	7.6	28.0	19.0	32.3	33.7	8.6	14.1	5.6	25.6
Pendleton		8.4	.0049	2.0		5,985	.0021	713	2,993	2.2	2,687	57.0	31.9	31.1	39.3	9.6	18.7	1.4	4.3	.9	5.8
Pleasants		5.7	.0034	1.6		5,667	.0020	994	3,542	1.6	3,621	41.7	17.3	28.5	26.7	22.7	32.9	5.0	11.5	2.1	11.6
Pocahontas		11.2	.0066	2.8		9,705	.0034	867	3,466	3.2	3,067	42.9	21.1	38.1	42.1	16.1	27.5	2.3	6.1	.6	3.2
Preston		30.8	.0183	7.6		30,008	.0106	974	3,948	8.6	3,484	38.1	16.4	34.0	33.2	22.9	34.4	3.6	8.6	1.4	7.4
Putnam		20.8	.0123	5.1	1.4	20,947	.0073	1,007	4,107	5.5	3,829	33.9	13.3	29.5	26.2	29.4	40.4	5.5	11.9	1.7	8.2
Raleigh		95.2	.0564	23.4	24.3	113,214	.0399	1,189	4,838	26.0	4,357	26.0	9.0	35.9	28.1	28.2	33.8	6.6	12.4	3.3	16.7
Beckley		21.6	.0128	6.5		38,908	.0137	1,801	5,986	7.3	5,353	24.0	6.7	28.7	18.3	30.7	30.0	9.8	15.1	6.8	29.9
Randolph		29.1	.0173	7.2	9.4	29,571	.0105	1,016	4,107	8.2	3,601	41.2	17.2	32.0	30.3	20.4	29.6	4.0	9.1	2.4	13.8
Elkins		9.4	.0056	2.8		14,047	.0049	1,494	5,017	3.5	4,043	38.3	14.3	29.2	24.4	23.5	30.5	5.4	11.1	3.6	19.7
Ritchie		10.7	.0063	2.9		11,259	.0039	1,052	3,882	3.5	3,256	45.4	21.0	31.1	32.5	19.0	30.5	3.0	7.6	1.5	8.4
Roane		16.3	.0096	3.8	2.4	13,889	.0049	852	3,655	4.4	3,126	46.5	22.4	30.4	33.1	19.7	33.0	2.4	6.4	1.0	5.1
Summers		17.3	.0103	4.3	5.3	16,842	.0060	974	3,917	4.8	3,512	42.8	18.4	27.8	26.8	22.5	33.5	5.3	12.5	1.6	8.8
Taylor		16.5	.0098	4.4	6.8	18,896	.0066	1,145	4,295	5.0	3,802	35.2	13.9	28.1	25.1	29.3	40.4	5.7	12.3	1.7	8.3
Tucker		9.1	.0054	2.3		8,377	.0030	921	3,642	2.8	3,045	46.9	23.2	33.9	37.7	16.2	27.9	2.0	5.5	1.0	5.7
Tyler		8.9	.0052	2.5	.6	9,595	.0033	1,078	3,838	2.9	3,332	44.3	20.0	29.8	30.4	20.4	32.1	4.1	10.1	1.4	7.4
Upshur		18.5	.0110	4.9	5.9	19,980	.0071	1,080	4,078	6.2	3,235	48.8	22.7	28.9	30.4	17.2	27.8	3.3	8.4	1.8	10.7
Wayne	65	41.1	.0243	8.5	12.1	40,694	.0143	990	4,788	10.8	3,782	38.1	15.2	28.9	25.9	25.1	34.8	5.7	12.5	2.2	11.6
2▲Huntington																					
Webster		16.6	.0099	4.0		15,608	.0055	940	3,902	4.5	3,492	38.1	16.4	36.6	35.6	19.4	29.0	4.3	10.3	1.6	8.7
Wetzel		17.8	.0105	4.7	5.4	19,984	.0071	1,123	4,252	5.4	3,717	38.9	15.8	29.0	26.5	24.6	34.6	5.4	12.0	2.1	11.1
Wirt		4.4	.0026	1.2		3,560	.0012	809	2,967	1.3	2,743	55.4	30.4	29.5	36.5	12.6	24.1	2.0	6.0	.5	3.0
Wood		71.0	.0421	21.2	47.6	101,391	.0357	1,428	4,783	23.0	4,402	27.5	9.4	29.7	23.0	32.5	38.6	7.1	13.3	3.2	15.7
Parkersburg		43.3	.0257	14.4		72,652	.0256	1,678	5,045	15.9	4,584	27.5	9.0	27.8	20.7	33.0	37.7	7.9	14.2	3.8	18.4
Wyoming		40.8	.0242	9.1	3.7	44,960	.0159	1,102	4,941	10.8	4,182	24.6	8.9	38.0	30.8	28.8	36.0	6.2	12.3	2.4	12.0
Total Above Cities		559.6	.3317	169.5		1,030,053	.3629	1,841	6,077	205.6	5,011	25.8	7.7	26.7	18.2	32.9	34.3	9.3	15.3	5.3	24.5
State Total		1964.4	1.1638	512.1	731.0	2,555,894	.9008	1,301	4,991	586.4	4,286	30.9	10.9	30.5	24.2	28.4	34.7	6.8	13.1	3.4	17.1

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Charleston	25	326.7	.1935	87.6	158.4	507,394	.1788	1,553	5,792
△Clarksburg	192	80.3	.0476	22.7	36.3	122,149	.0431	1,521	5,381
Huntington-Ashland	68	262.9	.1557	73.0	164.5	367,063	.1294	1,396	5,028
Wheeling-Steubenville	160	358.7	.2124	103.3	230.1	583,204	.2056	1,626	5,648
Total Above Areas		1,028.6	.6092	288.6	589.3	1,579,810	.5569	1,536	5,512

COUNTIES CITIES	Metropolitan Area	RETAIL SALES— SM ESTIMATES, 1956 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwrs. ($000)	Drugs ($000)
Barbour		8,008	.0041	1,741	.0066	81	38	2,339	317	1,015	138	362	1,695	1,002	166	212
Berkeley		31,521	.0164	3,891	.0153	89	95	8,186	1,576	2,774	2,318	1,162	5,357	2,648	2,393	1,212
Martinsburg		28,212	.0147		.0107	113	155	6,750	1,207	2,143	2,318	1,162	5,228	2,233	2,165	1,212
Boone		19,000	.0099	2,468	.0136	68	49	6,068	899	2,496	1,398	736	3,771	1,569	917	246
Braxton		9,429	.0049	2,548	.0055	60	54	2,076	485	1,565	197	542	2,061	886	890	190
Brooke	160	18,008	.0093	2,610	.0131	87	62	4,600	1,099	998	649	724	5,206	1,531	2,044	410
1 Weirton																

1 Weirton is in Brooke and Hancock Counties.
2 Huntington is in Cabell and Wayne Counties.

Before using these figures, read foreword, page 11.

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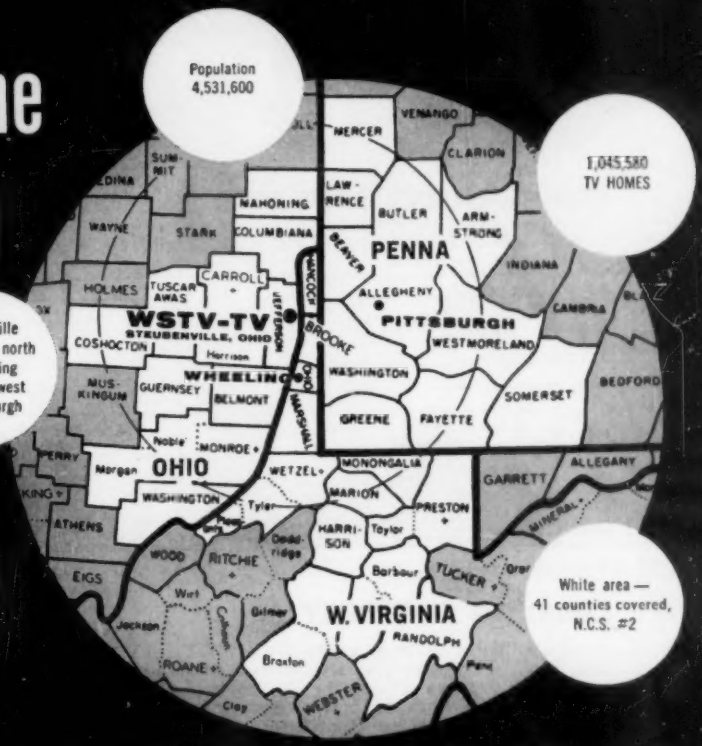
WATCH FOR

JULY 10, 1957

The Survey of Industrial Buying Power

The Survey of Industrial Buying Power, for years a regular feature of the May 10 Survey of Buying Power, comes into its own this year — and will be published as a *separate issue* of Sales Management. Publication date: July 10.

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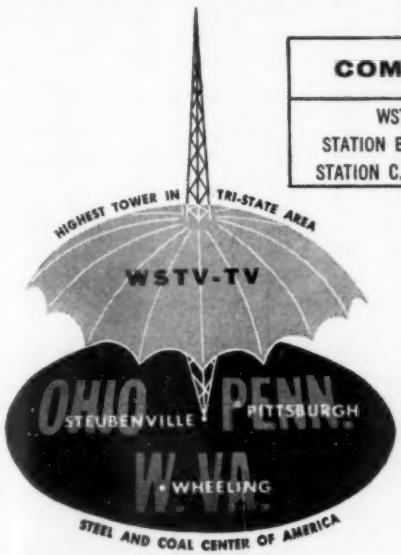


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STATION C. PITTSBURGH	2000	500.00	971,790	



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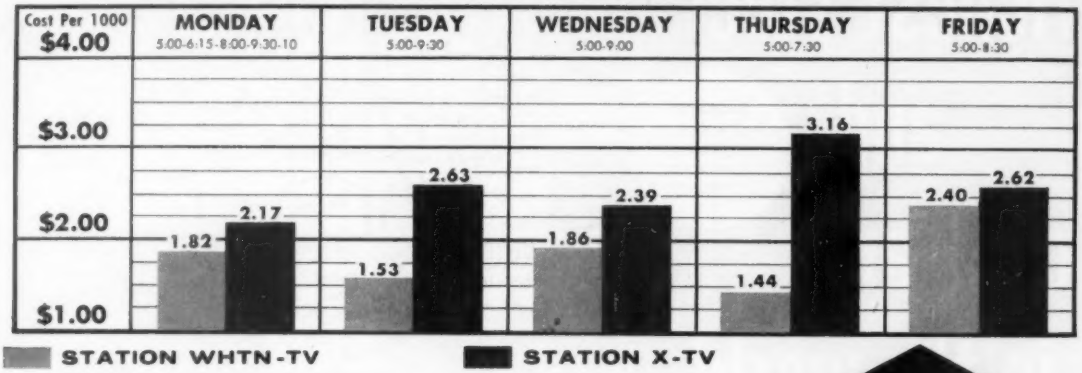
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RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

W. VIRGINIA COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	# Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Cabell	65	147,580	.0767	4,303	.0687	102	114	31,948	7,939	27,193	12,388	9,533	23,936	7,611	11,505	4,717
2▲Huntington		142,763	.0742		.0615	112	136	30,641	7,447	25,782	12,398	9,462	24,110	7,036	10,463	4,639
Calhoun		3,038	.0016	1,447	.0027	53	31	679	106	1,022	207	53	471	115	169	69
Clay		4,078	.0021	1,236	.0045	54	25	1,341	200	1,316	31	67	220	601	...	43
Doddridge		3,615	.0019	1,721	.0028	58	40	1,116	49	195	70	188	1,083	290	244	99
Fayette	25	48,745	.0253	2,401	.0349	71	52	15,017	1,971	7,875	2,223	2,470	9,271	3,958	1,202	1,212
Oak Hill		13,288	.0069		.0043	139	223	4,330	336	1,456	695	1,249	2,741	629	392	415
3 Montgomery		11,157	.0058		.0038	181	276	3,556	358	1,778	733	616	2,412	386	183	475
Gilmer		3,077	.0016	1,539	.0027	56	33	754	97	915	50	54	375	310	275	71
Grant		5,873	.0030	2,670	.0031	65	63	1,106	448	654	74	160	1,418	715	47	205
Greenbrier		32,523	.0169	3,497	.0173	79	77	7,051	1,868	4,754	1,382	1,125	5,559	3,396	1,386	764
Hampshire		7,317	.0038	2,439	.0043	61	54	1,405	231	361	108	75	2,222	369	520	103
Hancock	160	28,301	.0147	3,145	.0191	94	72	6,006	3,222	2,099	2,512	2,236	3,350	2,483	3,090	1,007
1 Weirton		25,720	.0134		.0174	97	74	4,607	2,472	1,979	2,112	2,344	4,584	1,891	3,423	748
Hardy		8,265	.0043	3,757	.0036	69	83	1,062	336	1,035	74	81	1,523	351	276	116
Harrison	192	85,580	.0445	3,770	.0444	93	93	20,695	4,069	10,975	7,217	4,173	15,061	6,083	5,886	3,850
△Clarksburg		63,757	.0331		.0256	130	168	14,338	2,885	9,215	6,911	3,677	10,061	3,102	4,455	3,151
Jackson		10,908	.0056	3,116	.0055	66	67	2,344	496	1,446	216	420	2,328	1,149	984	158
Jefferson		15,566	.0081	3,538	.0076	78	83	4,033	902	1,288	688	582	2,728	1,426	1,183	364
Kanawha	25	282,155	.1466	4,192	.1448	100	101	70,566	15,970	46,096	17,796	14,384	56,233	18,168	15,136	8,461
Charleston-South Charleston		*218,308*	*.1103*		*.0816*	*141*	*190*	*45,507*	*11,587*	*39,044*	*16,950*	*11,458*	*47,505*	*9,907*	*8,409*	*6,535*
▲Charleston		185,022	.0961		.0669	148	213	37,206	10,560	36,404	16,365	9,588	41,572	7,959	6,217	5,370
South Charleston		27,286	.0142		.0147	115	111	8,301	1,027	2,640	585	1,864	5,933	1,948	2,192	1,165
St. Albans		17,114	.0089		.0087	100	102	6,225	1,035	966	504	547	4,019	1,285	1,600	521
3 Montgomery																
Lewis		12,681	.0066	2,757	.0075	67	59	3,242	537	1,366	973	870	2,415	970	669	444
Lincoln		8,463	.0044	1,783	.0069	55	35	1,930	691	2,685	114	235	1,619	958	65	52
Logan		52,817	.0274	2,934	.0352	76	59	15,477	2,592	8,891	3,143	2,857	9,548	4,260	2,660	1,403
Logan		24,541	.0127		.0064	206	410	6,381	1,212	3,904	2,350	2,608	3,518	912	1,020	942

1 Weirton is in Brooke and Hancock counties.
2 Huntington is in Cabell and Wayne counties.
3 Montgomery is in Fayette and Kanawha counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures, read foreword, page 11.
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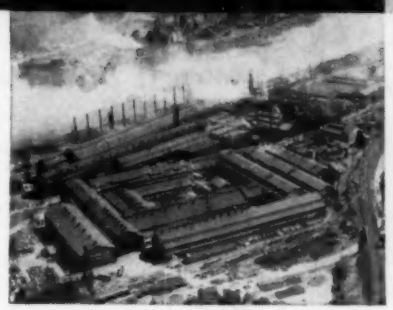
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W. VIRGINIA — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
McDowell		56,139	.0292	2,699	.0390	72	54	16,711	2,210	15,019	1,998	2,482	9,341	3,873	788	959
Welch		20,766	.0108		.0065	167	277	4,698	843	3,061	1,219	856	6,606	1,407	401	461
Marion		65,499	.0340	3,308	.0362	89	83	18,392	2,786	10,160	3,912	3,718	10,350	4,874	4,165	1,775
Fairmont		49,419	.0257		.0212	115	139	13,126	2,051	7,689	3,624	2,689	8,481	2,756	3,469	1,453
Marshall	160	21,938	.0114	2,411	.0150	77	58	8,015	1,828	1,362	915	879	3,310	1,842	1,551	707
Moundsville		14,417	.0075		.0074	83	84	5,665	918	841	686	676	1,957	1,222	990	440
Mason		13,724	.0071	2,250	.0089	65	52	4,157	761	1,153	871	627	2,184	907	1,477	403
Mercer		68,500	.0356	3,663	.0361	82	81	16,267	3,247	9,553	5,370	3,569	12,508	6,204	2,671	1,989
4*Bluefield (W. Va.)*-																
Bluefield (Va.)		*43,512*	*.0226*		*.0179*	*112*	*141*	*9,624*	*1,571*	*6,822*	*3,899*	*2,921*	*7,529*	*2,698*	*1,927*	*1,307*
5 Bluefield		39,277	.0204		.0154	118	157	7,902	1,389	6,752	3,757	2,479	7,290	2,324	1,495	1,064
Princeton		18,002	.0094		.0063	119	177	4,746	775	1,222	1,491	912	3,498	1,682	885	795
Mineral		14,490	.0075	2,542	.0068	72	61	3,714	770	1,620	825	1,182	2,728	1,321	510	474
Mingo		35,101	.0183	3,162	.0197	69	64	8,480	1,093	5,694	2,224	1,949	6,276	1,835	2,113	969
Williamson		19,676	.0102		.0064	123	196	3,885	617	2,849	1,831	1,707	4,383	646	845	597
Monongalia		53,516	.0278	3,324	.0313	88	78	13,980	2,638	7,588	4,321	2,447	9,077	4,214	2,574	1,741
Morgantown		44,546	.0231		.0202	117	134	11,220	1,854	6,475	4,118	2,343	8,265	3,007	1,447	1,572
Monroe		5,826	.0030	1,942	.0044	60	41	1,068	63	585	125	222	2,385	495	308	94
Morgan		4,263	.0022	1,938	.0028	62	49	1,225	389	295	38	84	398	451	709	54
Nicholas		17,513	.0091	2,653	.0110	66	55	4,922	696	3,196	968	873	2,938	1,789	1,390	252
Ohio	160	117,898	.0613	5,060	.0528	115	134	21,398	9,512	27,099	11,315	9,371	16,496	5,201	5,784	3,138
▲Wheeling		112,268	.0583		.0472	122	151	20,310	7,971	26,058	11,155	9,341	16,283	4,010	5,552	3,070
Pendleton		3,838	.0020	1,919	.0026	53	41	378	131	517	...	104	1,638	318	337	68
Pleasants		5,049	.0026	3,156	.0025	74	76	1,316	265	322	150	341	1,063	406	492	198
Pocahontas		8,198	.0042	2,928	.0042	64	64	1,991	289	1,478	119	397	1,301	927	42	84
Preston		14,253	.0074	1,875	.0112	61	40	3,977	739	2,008	132	280	2,872	1,459	1,018	407
Putnam		9,677	.0051	1,897	.0077	63	41	2,367	885	1,641	121	188	1,946	1,401	849	33
Raleigh		64,594	.0335	2,760	.0412	73	59	18,201	2,750	12,869	3,608	2,104	10,901	5,957	2,404	1,627
Beckley		45,570	.0237		.0165	129	185	13,173	1,635	8,257	3,540	1,600	8,991	2,456	1,184	1,445
Randolph		21,638	.0113	3,005	.0121	70	65	4,738	1,037	4,360	890	1,312	4,168	1,787	924	524
Elkins		15,692	.0082		.0060	107	146	3,504	845	2,469	890	1,056	3,299	1,185	608	524
Ritchie		6,001	.0031	2,069	.0042	67	49	1,347	352	1,120	33	288	1,623	484	259	171
Roane		8,303	.0043	2,185	.0056	58	45	2,110	425	1,312	136	541	1,960	574	233	280
Summers		9,869	.0051	2,295	.0066	64	50	2,729	445	1,265	695	469	2,212	701	515	232
Taylor		10,869	.0057	2,470	.0070	71	58	3,190	569	1,115	404	640	1,987	833	771	312
Tucker		4,417	.0023	1,920	.0033	61	43	1,412	169	295	98	146	1,399	342	71	93
Tyler		7,404	.0038	2,962	.0038	73	73	2,720	241	883	261	271	1,203	694	312	168
Upshur		13,423	.0070	2,739	.0078	71	64	3,284	687	1,248	675	590	3,278	1,619	883	383
Wayne	65	13,666	.0071	1,608	.0142	58	29	4,678	1,114	1,578	134	826	3,237	1,354	160	233
2▲Huntington																
Webster		8,501	.0044	2,125	.0060	61	44	2,952	329	1,795	117	111	1,323	968	281	72

2 Huntington is in Cabell and Wayne Counties.
4 Bluefield is in Mercer (W. Va.) and Tazewell (Va.) counties.
5 West Virginia portion only.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures, read foreword, page 11.
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W. VIRGINIA

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Wetzel		16,256	.0084	3,459	.0082	78	80	4,175	1,109	1,383	[illegible]	[illegible]	4,125	1,164	1,905	349
Wirt		1,368	.0007	1,138	.0013	50	27	32	69	641	...	34	138	281	...	45
Wood		70,432	.0398	3,606	.0382	91	95	18,155	4,145	15,262	5,214	5,030	11,880	4,927	3,769	2,345
Parkersburg		71,095	.0369		.0290	113	144	15,894	3,555	14,790	5,214	4,587	11,880	4,302	3,400	2,223
Wyoming		26,998	.0140	2,997	.0170	70	58	7,497	609	8,292	508	1,029	5,546	1,529	829	450
Total Above Cities		989,588	.5142		.4021	121	155	226,418	50,992	166,730	82,496	61,383	185,091	52,378	52,386	32,282
State Total		1,651,701	.8580	3,228	.9404	81	74	414,617	88,290	271,726	100,924	85,911	209,219	121,578	91,021	45,995

METRO. AREAS		Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
		RETAIL SALES — SM ESTIMATES, 1956														
Charleston	25	330,900	.1719	3,777	.1797	93	89	85,583	17,941	53,971	20,019	16,854	65,504	22,126	16,338	9,673
△Clarksburg	192	85,580	.0445	3,770	.0444	93	93	20,695	4,069	10,975	7,217	4,173	15,061	6,083	5,886	3,850
Huntington-Ashland	65	262,376	.1363	3,594	.1367	88	86	64,270	14,507	41,727	18,122	15,771	47,369	17,207	16,826	7,676
Wheeling-Steubenville	160	405,298	.2105	3,924	.2085	98	99	108,903	29,959	59,515	27,248	23,047	60,999	26,483	30,965	10,373
Total Above Areas		1,084,154	.5632	3,783	.5693	93	92	279,451	66,476	166,188	72,606	59,845	188,933	71,899	70,017	31,572

WISCONSIN — (Other States: East Illinois, North Michigan, Central Ohio.)

Map, page 748

NUMBER OF OUTLETS

City	County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Antigo	Langlade	10.2	221	34	63	9	18	16	10	26	14	4
Appleton	Outagamie	43.7	545	85	109	42	49	48	29	53	38	12
Ashland	Ashland	10.6	214	35	57	11	18	17	10	17	14	5
Barabeo	Sauk	8.0	192	33	37	25	10	15	19	21	16	3
Beaver Dam	Dodge	12.9	231	28	63	22	19	19	15	20	14	4
Beloit	Rock	32.5	410	65	88	28	44	34	21	40	20	17
Burlington	Racine	4.9	159	27	30	16	15	10	9	12	16	3
Chippewa Falls	Chippewa	11.7	259	43	63	21	18	15	10	21	19	5
Cudahy	Milwaukee	16.0	202	39	74	6	12	6	8	19	8	4
Eau Claire	Eau Claire	38.4	513	86	105	37	57	26	31	68	28	12
Fond Du Lac	Fond Du Lac	31.8	540	97	134	44	42	29	29	49	28	11
Fort Atkinson	Jefferson	7.6	135	23	32	7	11	10	9	11	12	3
Green Bay	Brown	57.6	926	142	236	74	89	68	30	86	48	32
Janesville	Rock	30.5	426	57	97	34	35	32	21	45	25	8
Kenosha	Kenosha	58.9	832	182	200	54	61	58	36	81	38	24
La Crosse	La Crosse	50.3	791	143	227	50	69	41	34	69	50	14
Madison	Dane	117.7	1,235	207	268	91	122	91	47	138	61	39
Manitowoc	Manitowoc	29.5	472	98	135	21	38	29	26	36	29	8
Marinette	Marinette	14.5	233	50	72	17	18	5	12	22	8	4
Marshfield	Wood	14.0	221	20	62	18	14	14	20	19	18	6
Menasha	Winnebago	15.1	172	26	50	10	10	13	8	14	13	4
Menomonie	Dunn	8.9	176	20	41	19	13	15	14	17	11	3
Merrill	Lincoln	9.0	224	36	66	14	18	11	15	21	17	5
Milwaukee	Milwaukee	717.4	8,507	1,713	2569	598	609	429	240	702	281	288
Monroe	Green	7.8	180	20	33	14	15	16	15	17	21	4
Neenah	Winnebago	16.7	200	39	49	4	19	14	9	17	16	5
Oconomowoc	Waukesha	6.1	168	20	42	17	10	11	11	13	15	3
Oshkosh	Winnebago	43.5	620	125	158	41	52	43	31	53	34	13
Portage	Columbia	7.4	149	19	32	9	12	17	9	12	16	5
Racine	Racine	80.0	1,021	196	254	57	96	51	45	91	41	39
Rhinelander	Oneida	9.1	232	41	67	10	18	13	16	30	11	5
Rice Lake	Barron	8.3	157	19	32	15	8	5	10	25	16	4
Richland Center	Richland	5.0	144	32	16	15	14	7	11	11	21	3
Shawano	Shawano	6.4	210	38	60	16	13	12	9	23	17	4
Sheboygan	Sheboygan	44.6	643	124	180	39	40	33	34	65	30	19

Continued on page 759

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Before using these figures, read foreword, page 11.

Table of Contents and Indexes on Pages 1, 3 and 5

EAU CLAIRE WISCONSIN'S 5th METROPOLITAN MARKET

6-COUNTY TRADING AREA
178,800 Population • $231,628,000 Income
$184,881,000 Retail Sales

Wisconsin's 5th largest metropolitan area is only part of the big Eau Claire market. 42% lies outside the metro boundaries. The entire market embraces a 6-county *isolated* area with almost a quarter-billion dollars of buying power. There is no larger city within 90 miles of Eau Claire.

WISCONSIN WAGES AT THEIR HIGHEST

Eau Claire wage earners get the biggest pay checks in the state. For more than ten years the city's average industrial wage has topped all Wisconsin cities (Wisconsin Industrial Commission). Average wage for all industries — which include rubber, aluminum assembly, paper, meat packing, canning —is currently $102.68.

COVERAGE THAT DELIVERS—on the PLUS SIDE

Sell Wisconsin's 5th largest metropolitan market . . . and its big bonus area . . . with the only newspaper advertising that provides effective, highly merchandisable coverage of this market.

METROPOLITAN EAU CLAIRE
104,300 Population • 29,300 Families
$151,331,000 Income
$115,644,000 Retail Sales

The EAU CLAIRE LEADER & TELEGRAM

Morning • Evening • Sunday

Represented by SHANNON & ASSOCIATES, INC.

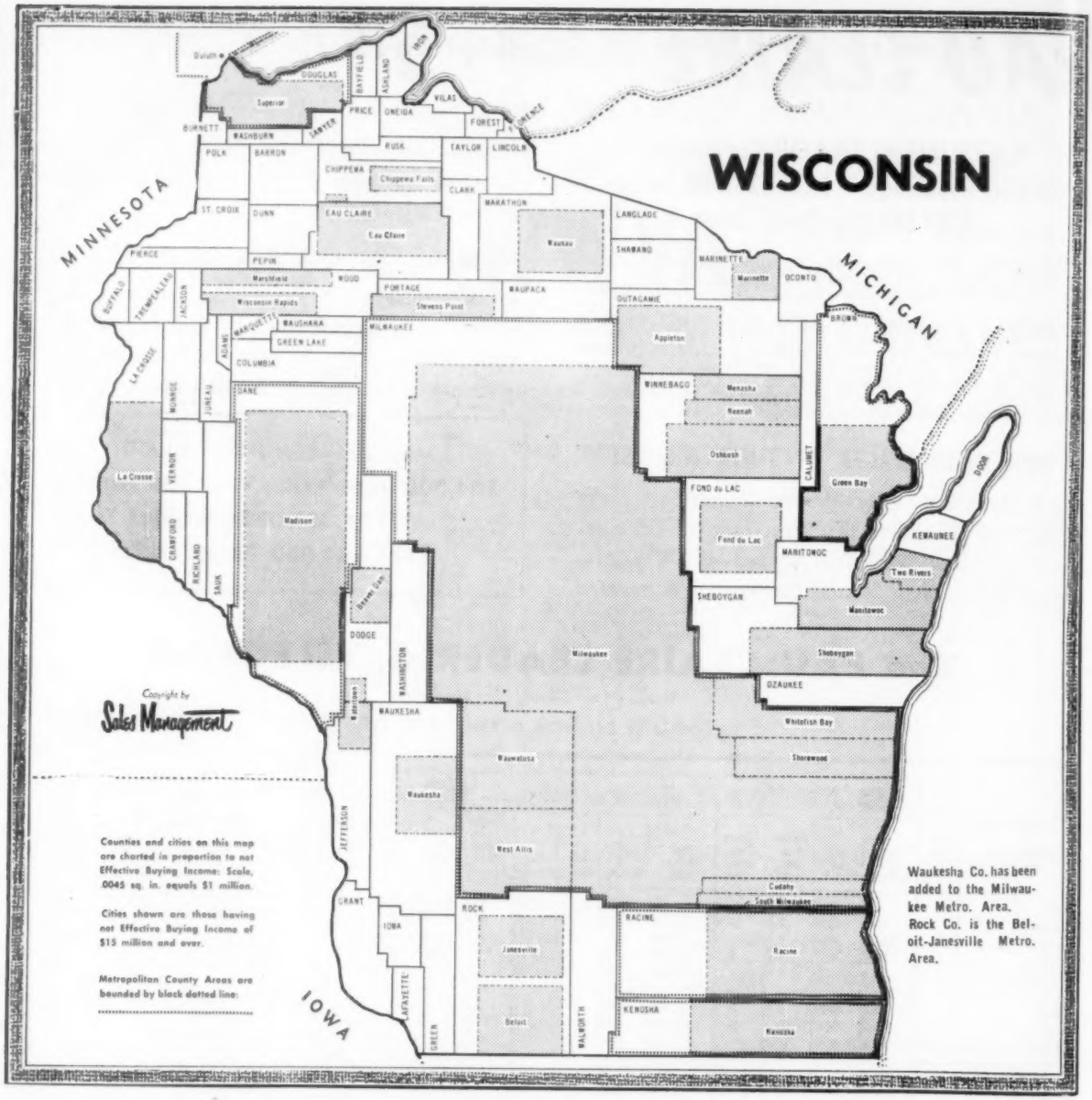
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units $0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Adams		8.0	.0047	2.5		8,927	.0031	1,116	3,571	2.7	3,326	43.2	18.9	26.9	26.5	22.0	33.4	4.3	10.4	1.6	8.8
Ashland		19.5	.0115	5.5	10.6	22,743	.0080	1,166	4,135	6.4	3,563	38.7	15.8	29.9	27.5	25.0	35.5	4.4	9.8	2.0	11.4
Ashland		10.6	.0063	3.1		14,631	.0052	1,380	4,720	3.7	3,998	31.6	11.5	28.9	23.7	31.3	39.5	5.5	11.1	2.7	14.2
Barron		38.6	.0217	10.7	5.3	42,499	.0150	1,161	3,972	11.7	3,640	36.0	14.4	33.5	30.2	23.7	32.9	4.5	9.9	2.3	12.6
Rice Lake		8.3	.0049	2.5		11,469	.0040	1,382	4,588	2.9	3,999	30.5	11.1	33.5	27.4	28.2	35.6	4.8	9.7	3.0	16.2
Bayfield		12.9	.0077	3.8		12,590	.0045	976	3,313	4.0	3,119	41.2	19.2	33.6	35.4	21.9	35.4	2.7	6.8	.6	3.2
Brown	57	109.3	.0647	29.9	78.6	175,779	.0619	1,608	5,879	34.6	5,082	22.0	6.3	23.2	15.0	39.2	38.9	10.4	16.4	5.2	23.4
▲Green Bay		57.6	.0341	16.8		103,594	.0365	1,799	6,166	20.0	5,170	20.5	5.8	22.4	14.3	40.9	39.9	10.9	16.8	5.3	23.2
Buffalo		15.2	.0090	4.3		15,317	.0054	1,008	3,562	4.7	3,238	40.7	18.3	33.2	33.7	21.2	33.0	3.8	9.3	1.1	5.7
Burnett		9.6	.0057	2.9		9,034	.0032	941	3,115	3.1	2,949	46.9	23.1	32.8	36.5	16.9	29.0	2.6	7.1	.8	4.3
Calumet		20.0	.0119	5.5		25,991	.0091	1,300	4,726	6.0	4,326	28.4	9.6	31.3	23.6	29.8	34.8	6.7	12.3	3.8	19.7
Chippewa	198	45.0	.0266	11.9	15.2	52,585	.0186	1,169	4,419	13.0	4,031	29.8	10.7	30.8	25.2	30.3	37.9	6.5	12.8	2.6	13.4
Chippewa Falls		11.7	.0069	3.4		17,610	.0062	1,505	5,179	4.0	4,363	25.9	8.6	29.3	22.0	33.8	39.2	7.8	14.3	3.2	15.9
1△Eau Claire																					
Clark		32.0	.0190	9.0	2.7	35,345	.0124	1,105	3,927	9.7	3,650	38.9	15.5	31.1	27.9	21.9	30.3	5.7	12.5	2.4	13.8
Columbia		35.3	.0209	10.7	11.1	52,632	.0186	1,491	4,919	11.9	4,421	28.7	9.4	29.7	22.1	30.2	34.5	7.3	13.1	4.1	20.9
Portage		7.4	.0044	2.4		12,760	.0045	1,724	5,317	2.7	4,759	23.3	7.1	26.7	18.5	37.4	39.7	8.1	13.5	4.5	21.2
Crawford		18.1	.0107	4.9	5.5	19,865	.0069	1,086	4,013	5.5	3,579	35.7	14.5	33.6	30.7	24.0	33.9	4.8	10.7	1.9	10.2
Dane	87	189.6	.1123	53.6	128.0	379,246	.1336	2,000	7,075	74.6	5,082	28.6	8.2	23.7	15.4	30.8	30.6	10.4	18.2	6.5	29.6
▲Madison		117.7	.0697	32.8		274,815	.0968	2,335	8,379	54.5	5,045	29.8	8.6	23.3	15.1	30.0	30.1	10.4	16.4	6.5	29.8
Dodge		60.8	.0360	17.3	27.2	87,042	.0307	1,432	5,031	18.9	4,598	25.2	8.0	29.2	20.8	33.4	36.7	7.9	13.7	4.3	20.8
Beaver Dam		12.9	.0076	4.0		21,145	.0075	1,639	5,286	4.5	4,695	22.8	7.1	28.1	19.5	36.5	39.3	8.5	14.5	4.1	19.6
2 Watertown																					
Door		21.7	.0129	6.5	8.2	26,838	.0095	1,237	4,129	6.9	3,915	31.8	11.8	32.1	26.9	27.6	35.6	5.9	12.1	2.6	13.6
Sturgeon Bay		8.2	.0049	2.7		11,296	.0040	1,378	4,184	2.8	4,106	28.4	10.0	32.5	26.0	29.3	36.1	7.0	13.6	2.8	14.3
Douglas	43	46.9	.0278	14.1	36.2	72,702	.0256	1,550	5,156	18.7	4,360	26.9	9.0	26.8	20.0	35.7	41.4	7.4	13.6	3.2	16.0
▲Superior		35.8	.0212	10.9		60,063	.0212	1,678	5,510	13.3	4,510	25.1	8.1	25.7	18.6	37.8	42.4	7.9	14.0	3.5	16.9
Dunn		27.5	.0163	7.7	8.9	32,084	.0113	1,167	4,167	9.3	3,467	40.5	17.0	30.7	29.0	22.4	32.7	4.4	10.1	2.0	11.2
Menomonie		8.9	.0053	2.7		13,421	.0047	1,508	4,971	3.7	3,639	39.8	15.9	28.6	25.9	24.4	33.8	4.7	10.3	2.5	14.1
Eau Claire	156	59.3	.0351	17.4	39.1	96,748	.0348	1,665	5,675	20.7	4,760	24.3	7.4	23.4	16.2	38.5	40.8	9.6	16.0	4.2	19.6
1△Eau Claire		38.4	.0227	11.7		70,201	.0247	1,828	6,000	14.1	4,996	22.5	6.5	21.6	14.2	40.5	41.0	10.7	17.0	4.7	21.3

1 Eau Claire is in Chippewa and Eau Claire Counties
2 Watertown is in Dodge and Jefferson Counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.



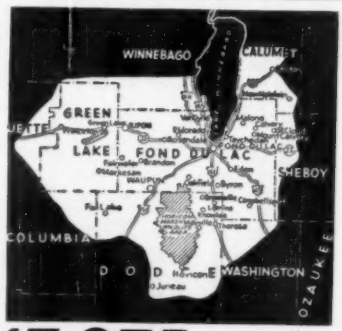
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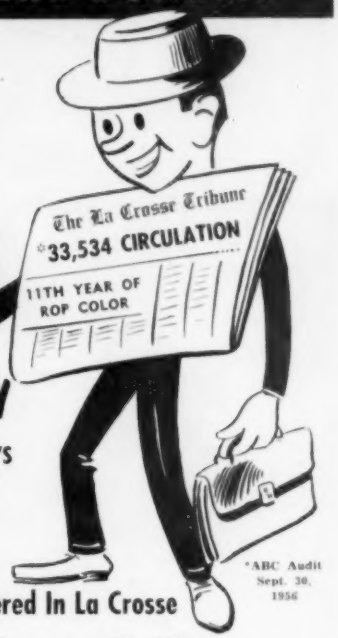
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LA CROSSE, WISCONSIN
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	% Inc.	$2,500-3,999 % Units	% Inc.	$4,000-6,999 % Units	% Inc.	$7,000-9,999 % Units	% Inc.	$10,000&over % Units	% Inc.
Florence		3.7	.0027	1.0		3,160	.0011	854	3,160	1.0	3,113	44.6	20.8	34.1	36.0	17.4	28.3	2.4	6.0	1.5	8.9
Fond du Lac		72.2	.0428	20.6	40.6	113,948	.0401	1,578	5,531	24.6	4,641	27.3	5.6	25.0	17.5	34.5	37.6	8.9	15.3	4.3	21.0
Fond du Lac		31.8	.0188	9.5		55,857	.0197	1,757	5,880	11.3	4,930	24.8	7.3	22.6	15.1	37.5	38.4	10.2	16.5	4.9	22.7
Forest		8.6	.0051	2.3		5,922	.0032	1,037	3,679	2.7	3,352	41.3	17.9	32.3	31.7	20.6	31.0	4.1	9.8	1.7	9.6
Grant		43.3	.0256	12.5	9.6	58,823	.0208	1,361	4,714	14.5	4,066	37.0	13.2	29.8	24.0	22.7	28.2	6.6	13.0	3.9	21.6
Green		24.7	.0146	7.5	7.8	45,191	.0159	1,830	6,025	8.9	5,059	28.2	8.1	27.3	17.7	26.6	28.6	9.2	14.5	6.7	31.1
Monroe		7.8	.0046	2.7		17,006	.0060	2,180	6,299	3.3	5,193	27.8	7.8	24.6	15.6	30.9	30.1	9.7	14.8	7.0	31.7
Green Lake		15.5	.0092	4.6	4.9	20,614	.0072	1,330	4,481	5.2	3,947	34.7	12.8	31.3	26.0	25.1	32.2	5.7	11.4	3.2	17.6
Iowa		19.6	.0116	5.6	2.6	22,881	.0081	1,167	4,066	6.2	3,710	35.4	13.9	33.0	29.2	23.9	32.5	5.4	11.6	2.3	12.8
Iron		8.1	.0048	2.5	3.0	10,287	.0036	1,270	4,115	2.7	3,785	32.7	12.5	29.3	25.4	30.6	40.9	5.6	11.8	1.8	9.4
Jackson		16.2	.0096	4.8	2.9	16,745	.0059	1,034	3,489	5.1	3,296	43.8	19.3	32.4	32.3	18.1	27.7	3.8	9.2	1.9	11.5
Jefferson		46.3	.0275	13.5	23.4	68,460	.0241	1,479	5,071	15.3	4,463	26.8	8.7	29.0	21.3	32.0	36.3	8.4	15.0	3.8	18.7
2 Watertown		13.0	.0077	3.9		20,551	.0072	1,581	5,269	4.5	4,522	25.3	8.1	27.7	20.0	35.4	39.6	7.9	14.0	3.7	18.3
Fort Atkinson		7.6	.0045	2.6		15,021	.0053	1,976	5,777	2.9	5,173	20.9	5.9	25.5	16.1	37.1	36.3	10.9	16.8	5.6	24.9
Juneau		18.9	.0112	5.4	3.2	22,627	.0080	1,197	4,190	6.0	3,781	37.0	14.3	29.5	25.8	25.9	34.7	5.0	10.6	2.6	14.6
Kenosha	73	84.6	.0501	25.6	61.9	157,858	.0556	1,866	6,166	27.9	5,650	16.3	3.9	20.9	12.3	44.8	40.0	12.6	17.7	6.4	26.1
▲Kenosha		58.9	.0349	17.7		118,031	.0416	2,004	6,668	20.5	5,769	14.4	3.6	20.2	11.5	45.8	40.1	12.9	17.9	6.7	26.9
Kewaunee		17.9	.0106	4.7	6.2	19,924	.0071	1,113	4,239	5.2	3,810	32.1	12.2	35.7	30.8	25.0	33.2	4.8	9.7	2.6	14.1
La Crosse	217	73.9	.0438	21.3	55.3	121,977	.0429	1,651	5,727	25.1	4,863	24.2	7.2	25.0	17.0	36.2	37.6	9.8	16.0	4.8	22.2
△La Crosse		50.3	.0298	14.8		90,840	.0320	1,806	6,138	18.4	4,949	23.8	7.0	24.5	16.2	36.5	37.3	10.2	16.4	5.0	23.1
Lafayette		18.1	.0107	5.2		20,917	.0074	1,156	4,023	5.5	3,781	35.4	13.6	31.3	27.2	25.4	33.9	5.4	11.4	2.5	13.9
Langlade		21.8	.0129	6.0	10.2	27,468	.0097	1,260	4,578	6.7	4,120	32.2	11.3	30.3	24.3	27.8	34.0	6.3	12.2	3.4	18.2
Antigo		10.2	.0060	3.1		15,090	.0053	1,479	4,868	3.5	4,259	29.7	10.1	29.2	22.5	31.1	36.9	6.4	12.0	3.6	18.5
Lincoln		22.4	.0133	6.5	12.8	26,668	.0094	1,191	4,103	6.9	3,887	31.9	11.9	31.3	26.4	28.5	37.0	6.0	12.4	2.3	12.3
Merrill		9.0	.0053	2.7		12,279	.0043	1,364	4,548	2.9	4,185	26.4	9.2	31.8	24.9	31.8	38.4	7.3	13.8	2.7	13.7
Manitowoc	226	70.6	.0418	20.5	39.6	110,664	.0390	1,567	5,396	23.8	4,652	24.5	7.6	27.8	19.5	35.5	38.6	8.0	13.8	4.2	20.5
△*Manitowoc-Two Rivers*		*59.6*	*.0355*	*11.8*		*71,230*	*.0251*	*1,799*	*6,036*												
△Manitowoc		29.5	.0175	8.9		52,682	.0186	1,786	5,919	10.6	4,986	21.6	6.3	25.9	17.1	38.4	38.9	9.0	14.4	5.1	23.3
△Two Rivers		10.1	.0060	2.9		18,548	.0065	1,836	6,396	3.8	4,899	17.2	5.1	30.0	20.1	39.4	40.6	9.2	14.9	4.2	19.3
Marathon		84.4	.0500	23.1	35.3	113,054	.0398	1,340	4,894	25.5	4,425	26.4	8.7	30.4	22.5	32.1	36.7	7.3	13.2	3.8	18.9
Wausau		32.3	.0191	9.7		53,677	.0189	1,662	5,534	10.9	4,922	23.0	6.8	26.8	17.9	36.1	37.0	9.0	14.6	5.1	23.7

2 Watertown is in Dodge and Jefferson Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
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BEST BUY BUYERS . . . . . NOT boundaries

Consumers don't come by counties. Our City Zone was **created** by 106,670 customers whose devoted indifference to vague lines on somebody's map helped make the Appleton, Neenah-Menasha POST-CRESCENT Wisconsin's daily newspaper **first** in editorial volume, **second** in advertising linage and in 94% command of Wisconsin's **third** largest City Zone market.

Here's some more well-trimmed meat to help retire the myth of "markets by highway markers."

* Retail Sales, Appleton Corporate City, $73,564,000
* Retail Sales, Appleton-Neenah-Menasha A.B.C. City Zone, $123,629,551
* Per Family Effective Buying Income, Appleton's home county (Outagamie), $5,742
* Per Family Effective Buying Income, Appleton-Neenah-Menasha, $6,149

Source: Sales Management Survey of Buying Power 1957

APPLETON POST-CRESCENT
APPLETON • NEENAH • MENASHA

25,000 CIRCULATION — 104 YEARS OF PUBLICATION

KEN E. DAVIS, MANAGER, GEN'L ADV. APPLETON, WISCONSIN

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1958 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Marinette		35.9	.0212	10.4	14.5	43,460	.0153	1,211	4,179	10.7	4,073	30.1	10.7	30.8	24.8	30.2	37.5	6.0	11.7	2.9	15.3
Marinette		14.5	.0086	4.3		20,775	.0073	1,433	4,831	4.8	4,332	25.6	8.6	30.9	23.3	33.4	39.0	6.8	12.6	3.3	16.5
Marquette		9.3	.0056	2.7		10,407	.0037	1,119	3,854	3.3	3,122	44.6	20.7	32.9	34.8	17.8	28.7	3.4	8.6	1.3	7.2
Milwaukee	91	994.0	.5888	296.5	927.4	2,061,276	.7283	2,074	6,952	349.0	5,906	17.0	4.2	19.6	10.8	42.1	38.0	13.6	18.4	7.7	30.6
1 ▲Milwaukee		717.4	.4250	223.0		1,455,234	.5128	2,028	6,526	263.4	5,525	18.2	4.8	20.6	12.2	42.2	38.6	12.8	18.4	6.2	26.0
West Allis		66.6	.0395	19.8		133,329	.0470	2,002	6,734	21.6	6,171	11.2	2.6	17.5	9.4	48.1	39.3	15.8	20.4	7.4	28.3
Wauwatosa		55.9	.0331	15.0		166,332	.0586	2,976	11,089	18.0	9,254	12.0	1.9	12.9	4.5	34.8	19.0	20.1	17.3	20.2	57.3
Cudahy		16.0	.0095	4.5		28,522	.0101	1,783	6,338	5.0	5,761	14.0	3.5	19.3	11.0	46.5	40.8	13.9	19.2	6.3	25.5
Shorewood		17.9	.0106	5.8		63,984	.0225	3,575	11,032	6.4	10,035	12.7	1.8	12.5	4.1	32.3	16.3	19.1	15.1	23.4	62.7
South Milwaukee		15.8	.0094	4.6		30,491	.0107	1,930	6,628	5.0	6,065	12.1	2.9	16.2	8.8	49.0	40.8	15.7	20.6	7.0	26.9
Whitefish Bay		18.5	.0110	5.3		66,511	.0234	3,595	12,549	5.7	11,720	11.5	1.4	10.0	2.8	30.0	12.9	19.4	13.2	29.1	69.7
Monroe		33.3	.0197	8.8	11.5	36,784	.0130	1,105	4,180	9.7	3,781	34.4	13.2	32.1	27.8	25.5	34.1	5.6	11.8	2.4	13.1
Oconto		25.8	.0153	7.3	5.1	27,047	.0095	1,048	3,705	7.7	3,508	36.2	15.0	34.2	32.0	23.6	34.0	4.3	9.8	1.7	9.2
Oneida		21.8	.0129	6.6	9.1	28,202	.0100	1,294	4,273	6.8	4,144	29.0	10.2	29.4	23.2	32.6	39.8	6.1	11.7	2.9	15.1
Rhinelander		9.1	.0054	2.7		13,354	.0047	1,467	4,946	3.0	4,495	24.5	7.9	27.2	19.9	37.9	42.6	6.8	12.0	3.6	17.6
Outagamie	174	90.6	.0537	25.2	58.4	144,709	.0510	1,597	5,742	28.6	5,060	23.6	6.8	26.0	16.9	34.8	34.7	9.9	15.6	5.7	26.0
Appleton-Neenah-Menasha		*76.6*	*.0447*	*22.6*		*141,968*	*.0498*	*1,871*	*6,251*												
△Appleton		43.7	.0259	13.2		84,172	.0297	1,926	6,377	15.9	5,282	23.3	6.4	24.2	15.0	35.3	33.8	10.7	16.1	6.5	28.7
Ozaukee		26.6	.0158	7.6	6.6	48,362	.0170	1,818	6,362	6.5	5,719	17.9	4.5	21.8	12.5	40.7	36.0	12.4	17.3	7.2	29.7
Pepin		7.5	.0044	2.1		8,242	.0029	1,099	3,925	2.4	3,397	33.5	16.5	32.1	31.1	23.6	35.1	4.4	10.2	1.4	7.1
Pierce		21.6	.0128	6.2	3.5	27,569	.0097	1,276	4,447	7.8	3,542	39.6	16.2	31.5	29.2	21.9	31.2	4.8	10.9	2.2	12.5
Polk		24.5	.0145	7.4		29,275	.0100	1,154	3,921	7.8	3,621	36.9	14.8	31.7	28.8	24.6	34.3	4.6	10.1	2.2	12.0
Portage		36.3	.0215	9.5	17.7	50,514	.0178	1,392	5,317	11.9	4,257	33.1	11.3	26.0	20.1	29.2	34.6	8.1	15.1	3.6	18.9
Stevens Point		17.7	.0105	4.8		29,530	.0104	1,668	6,152	6.4	4,593	28.3	8.9	25.0	17.9	32.9	36.2	9.6	16.7	4.2	20.3
Price		15.5	.0092	4.6	2.9	16,949	.0059	1,093	3,685	5.1	3,325	41.9	18.3	33.9	32.6	19.4	29.4	4.0	9.5	1.7	10.2
Racine	114	122.3	.0724	36.5	91.4	245,231	.0865	2,005	6,719	40.6	6,034	15.4	3.7	18.3	10.0	44.0	36.8	14.5	19.2	7.8	30.3
▲Racine		80.0	.0474	24.4		172,783	.0609	2,160	7,061	28.2	6,129	14.5	3.4	17.5	9.4	44.9	37.0	15.2	19.8	7.9	30.4
Burlington		4.9	.0029	1.6		9,263	.0033	1,890	5,789	1.6	5,800	21.7	5.4	19.9	11.3	39.0	34.0	11.1	15.3	8.3	34.0
Richland		19.8	.0118	5.4	5.0	22,975	.0081	1,160	4,255	6.3	3,639	38.6	15.4	32.5	29.4	21.4	29.7	4.9	10.7	2.6	14.8
Richland Center		5.0	.0030	1.5		7,320	.0026	1,464	4,880	1.9	3,955	34.1	12.5	32.9	27.4	24.0	30.6	5.8	11.6	3.2	17.9

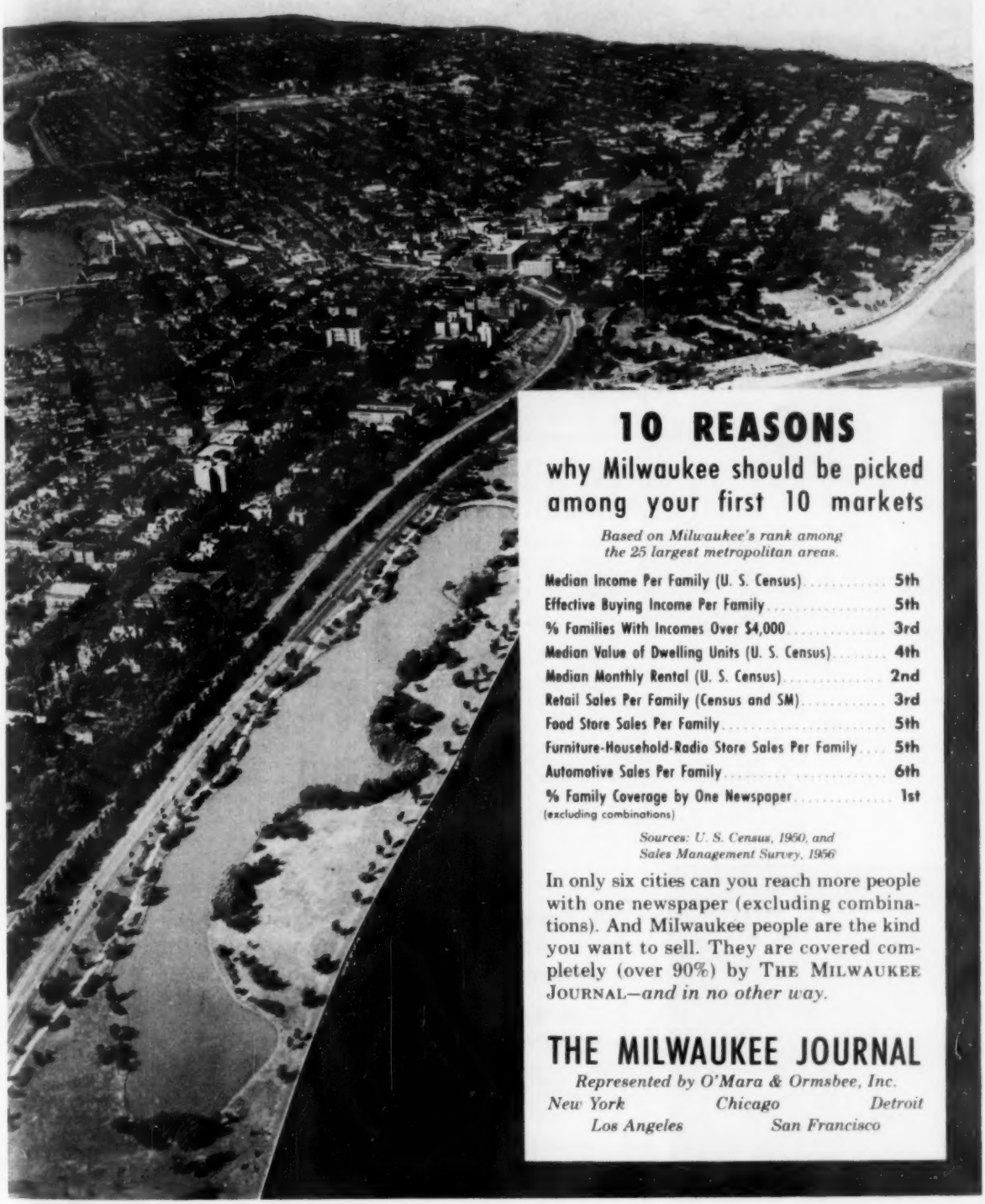
1 Information received too late for inclusion here indicates that an annexation program boosting the city area to 79 square miles in 1956 has raised Milwaukee City population to about 753,000 as of June 1, 1957.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

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Milwaukee's 1,128,000* offers more good customers

**Standard Metropolitan Area*



10 REASONS

why Milwaukee should be picked among your first 10 markets

Based on Milwaukee's rank among the 25 largest metropolitan areas.

Median Income Per Family (U. S. Census)	5th
Effective Buying Income Per Family	5th
% Families With Incomes Over $4,000	3rd
Median Value of Dwelling Units (U. S. Census)	4th
Median Monthly Rental (U. S. Census)	2nd
Retail Sales Per Family (Census and SM)	3rd
Food Store Sales Per Family	5th
Furniture-Household-Radio Store Sales Per Family	5th
Automotive Sales Per Family	6th
% Family Coverage by One Newspaper (excluding combinations)	1st

Sources: U. S. Census, 1950, and Sales Management Survey, 1956

In only six cities can you reach more people with one newspaper (excluding combinations). And Milwaukee people are the kind you want to sell. They are covered completely (over 90%) by THE MILWAUKEE JOURNAL—*and in no other way.*

THE MILWAUKEE JOURNAL

Represented by O'Mara & Ormsbee, Inc.

New York *Chicago* *Detroit*
Los Angeles *San Francisco*

TWO WAY COVERAGE OF WISCONSIN'S "HOT CORNER"



COMBINATION: 15% DISC.
MUTUAL NET. FULL TIME STATIONS

Wisconsin's newest Metropolitan Market.
- 82nd in U.S. in Per Family Retail Sales.
- 84th in U.S. in Per Family Income.

The WCLO-WGEZ Combination gives 100% coverage of this rich Rock County Market.

THE ROCK COUNTY METROPOLITAN MARKET

Population	102,300
Retail Sales	$133,609,000
(5th in Wisconsin, 178th in U.S.)	
Per Family Retail Sales	$4,296
(6th in Wisconsin, 82nd in U.S.)	
Number of Families	31,100

WCLO-WGEZ COMBINED MARKET
Includes Rock County and important parts of 8 others.

Population	343,000
EBI	$639,765,000
Retail Sales	471,338,000
Food	93,514,000
Household-Radio-TV	26,264,000
Automotive	87,883,000
Gas Stations	28,814,000
Drugs	13,628,000
Eat-Drink	41,501,000

Source: 1957 Sales Management Survey of Buying Power

WGEZ Beloit

WCLO Janesville

REPRESENTED BY
Everett-McKinney, Inc.
New York — Chicago

WISCONSIN — COUNTIES CITIES (continued)

SM POPULATION ESTIMATES, 1/1/57 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	Income Breakdown of Consumer Spending Units: $0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Rock	180	102.3	.0606	31.1	73.9	188,582	.0664	1,843	6,063	36.4	5,184	20.8	5.8	22.9	14.5	38.5	38.5	11.5	17.7	5.3	23.5
△Beloit		32.5	.0193	9.8		64,775	.0228	1,993	6,610	12.8	5,052	21.9	6.3	22.7	14.7	39.0	39.0	11.5	18.2	4.9	21.8
△Janesville		30.5	.0181	9.3		61,723	.0217	2,024	6,637	11.2	5,503	18.4	4.8	20.7	12.5	42.1	38.6	12.7	18.3	6.1	25.8
Rusk		16.3	.0096	4.5	4.0	19,172	.0067	1,176	4,260	5.1	3,787	36.8	14.1	31.0	26.9	24.0	32.0	5.4	11.3	2.8	15.7
St. Croix		27.3	.0162	7.8	7.3	37,041	.0131	1,357	4,749	8.5	4,376	32.1	10.7	29.4	22.0	26.7	30.9	7.3	13.3	4.5	23.1
Sauk		41.2	.0244	12.0	12.3	56,955	.0201	1,382	4,746	13.7	4,161	31.6	11.1	30.3	23.8	28.4	34.5	6.2	11.9	3.5	18.7
Baraboo		8.0	.0047	2.6		13,489	.0048	1,686	5,188	2.9	4,637	28.3	8.9	27.0	19.1	32.8	35.8	6.9	11.8	5.0	24.4
Sawyer		9.8	.0058	2.9		10,369	.0036	1,058	3,576	3.3	3,117	47.1	22.0	30.8	32.3	17.9	29.0	2.6	6.8	1.6	9.9
Shawano		35.7	.0212	9.6	6.4	41,484	.0146	1,162	4,321	11.0	3,785	33.5	12.9	36.1	31.1	22.4	30.0	5.4	11.5	2.6	14.5
Shawano		6.4	.0038	1.8		10,137	.0036	1,584	5,632	2.4	4,265	26.2	8.9	34.3	26.4	29.2	34.6	7.0	13.1	3.3	17.0
Sheboygan	253	84.4	.0500	25.5	53.8	143,402	.0506	1,699	5,624	27.9	5,136	20.0	5.6	24.7	15.9	39.7	39.0	10.3	16.0	5.3	23.5
△Sheboygan		44.6	.0264	13.9		81,718	.0288	1,832	5,879	15.1	5,395	17.4	4.7	23.3	14.2	42.4	39.7	11.0	16.2	5.9	25.2
Taylor		17.8	.0105	4.7	2.8	18,230	.0064	1,024	3,879	5.3	3,452	39.6	16.7	32.1	30.5	22.3	32.6	4.1	9.5	1.9	10.7
Trempealeau		24.3	.0144	6.8		24,854	.0087	1,015	3,626	7.2	3,419	40.8	17.3	30.5	29.4	22.1	32.6	4.9	11.3	1.7	9.4
Vernon		27.1	.0161	7.7	3.8	29,507	.0104	1,089	3,832	8.5	3,454	39.5	16.6	32.1	30.6	22.5	32.9	4.0	9.1	1.9	10.8
Vilas		10.0	.0059	2.9		10,651	.0037	1,065	3,673	3.1	3,475	36.6	15.3	38.2	36.0	19.1	27.8	4.1	9.4	2.0	11.5
Walworth		47.9	.0284	14.7	19.2	76,699	.0271	1,601	5,218	16.3	4,713	27.6	8.5	27.8	19.5	30.3	32.4	9.3	15.7	5.0	23.9
Washburn		11.1	.0065	3.2	2.6	12,072	.0042	1,088	3,773	3.6	3,393	41.9	18.0	31.9	30.7	20.2	30.1	4.0	9.4	2.0	11.8
Washington		38.2	.0227	10.9	13.1	58,977	.0208	1,544	5,411	12.0	4,909	21.6	6.4	26.6	17.7	37.9	39.0	9.2	15.0	4.7	21.9
West Bend		8.0	.0047	2.3		15,564	.0055	1,946	6,767	2.9	5,376	18.2	4.9	23.5	14.4	41.2	38.7	11.2	16.5	5.9	25.5
Waukesha	91	106.3	.0629	29.9	31.6	187,395	.0660	1,763	6,267	33.7	5,559	18.9	5.0	21.4	12.5	40.9	37.2	12.2	17.5	6.6	27.8
Waukesha		22.9	.0136	6.5		44,441	.0157	1,941	6,837	8.0	5,582	19.3	5.0	20.5	12.0	41.0	37.1	12.5	17.9	6.7	28.0
Oconomowoc		6.1	.0036	1.9		9,892	.0035	1,622	5,206	2.0	4,993	24.8	7.2	22.9	15.1	37.0	37.4	9.9	15.8	5.4	24.5

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

all we have to offer . .

is Wisconsin's only 176 million dollar retail market north of Milwaukee. Serving this trade has given Green Bay the third largest daily newspaper circulation of any city in the state.

Market-men find our freedom from outside influence returns them fast, valid, uncomplicated and economical test-program results. What's more, it only takes ONE in Green Bay to *move* goods and services, for here's a 39,000 *saturation* circulation. (Full color available)

GREEN BAY PRESS-GAZETTE

GREEN BAY, WISCONSIN ■ PHIL A. McCLOSKY, Manager, General Advertising



: :Viewers costs less on WKOW-TV! : : : Viewers costs less on WKOW-TV! :

It's a fact! When you consider ratings (as we all do) and cost (as we all must), you'll come to the inevitable conclusion that in Southern Wisconsin your best television buy is WKOW-TV.

For detailed information call Headley - Reed. And be sure to get the story about the $52.00 "Bicycle Tire".

WKOW-TV

- dominates the market with children's shows.
- is the front runner in local features, news and weather.
- gives you more for your money in "A" time across the board.

WKOW-TV
Channel 27
MADISON, WIS.

WISCONSIN

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

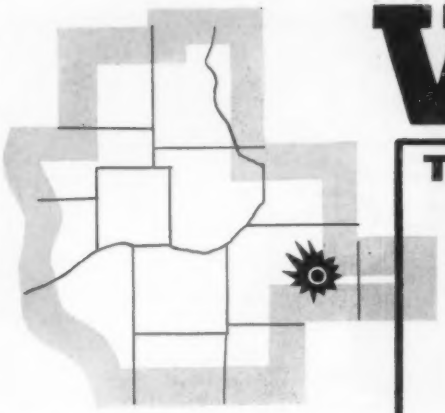
COUNTIES CITIES (continued)	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Waupaca		35.9	.0213	10.5	12.7	44,704	.0158	1,245	4,258	11.8	3,799	32.8	12.5	31.4	27.1	28.1	37.4	5.6	11.7	2.1	11.3
Waushara		13.9	.0082	4.2		13,148	.0046	946	3,130	4.4	3,016	46.7	22.5	32.3	35.1	17.4	29.1	2.5	6.7	1.1	6.6
Winnebago	239	101.4	.0601	30.0	75.3	168,712	.0595	1,664	5,624	33.5	5,034	21.5	6.2	28.3	17.2	37.1	37.2	9.8	15.5	3.3	23.9
△Oshkosh		43.5	.0258	13.2		75,466	.0266	1,735	5,717	15.5	4,884	23.5	7.0	27.2	18.3	35.0	36.2	9.3	15.1	5.0	23.4
Neenah		16.7	.0099	5.1		33,141	.0117	1,984	6,498	5.9	5,630	16.6	4.3	22.6	13.1	42.3	38.0	11.8	16.8	6.7	27.8
Menasha		15.1	.0089	4.3		23,955	.0084	1,586	5,571	4.5	5,361	16.9	4.6	25.4	15.6	41.0	38.6	10.9	16.1	5.8	25.1
See Appleton-Neenah-Menasha																					
Wood		55.5	.0329	15.3	29.7	78,832	.0277	1,429	5,152	17.0	4,628	24.5	7.7	27.9	19.8	35.5	38.7	7.9	13.6	4.2	20.2
Marshfield		14.0	.0083	3.9		21,730	.0077	1,552	5,573	4.6	4,713	24.0	7.4	29.7	20.7	34.4	36.8	7.2	12.2	4.7	22.9
Wisconsin Rapids		15.7	.0093	4.6		28,110	.0099	1,790	6,111	5.4	5,237	19.4	5.4	22.7	14.1	41.5	40.1	11.0	16.7	5.4	23.7
Total Above Cities		1925.0	1.1404	581.2		3,846,328	1.3554	1,998	6,618	698.5	5,506	20.1	5.3	22.0	13.1	39.4	36.2	11.9	17.2	6.6	28.2
State Total		3729.3	2.2092	1082.4	2202.7	6,180,601	2.1778	1,657	5,710	1247.6	4,954	24.7	7.3	25.0	18.5	35.1	35.8	9.9	18.9	5.3	24.5

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Appleton	174	90.6	.0537	25.2	58.4	144,709	.0510	1,597	5,742
△Beloit-Janesville	180	102.3	.0606	31.1	73.9	188,552	.0664	1,843	6,063
Duluth-Superior	43	267.2	.1583	82.1	203.1	426,158	.1502	1,595	5,191
△Eau Claire	198	104.3	.0617	29.3	54.3	151,331	.0534	1,451	5,165
Green Bay	57	199.3	.0847	29.9	78.6	175,779	.0619	1,608	5,879
Kenosha	73	84.6	.0501	25.6	61.9	157,858	.0556	1,866	6,166
△La Crosse	217	73.9	.0438	21.3	55.3	121,977	.0429	1,651	5,727
Madison	87	189.6	.1123	53.6	128.0	379,248	.1336	2,000	7,075

METRO. AREAS	Area No.	SM POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Manitowoc-Two Rivers	226	70.6	.0418	20.5	39.6	110,664	.0390	1,567	5,398
Milwaukee	91	1,100.3	.6517	326.4	959.0	2,248,671	.7923	2,044	6,888
△Oshkosh	239	101.4	.0601	30.0	75.3	168,712	.0595	1,664	5,624
Racine	114	122.3	.0724	36.5	91.4	245,231	.0865	2,006	6,719
△Sheboygan	253	84.4	.0500	25.5	53.8	143,402	.0506	1,699	5,624
Total Above Areas		2,500.8	1.4812	737.0	1,932.6	4,662,288	1.6429	1,864	6,326

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Before using these figures, read foreword, page 11.



WIBA...

THE MADISON MARKET'S *leading station* (since 1925)

NIELSEN STATION SUMMARY DATA

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly Coverage Area	14	155,900	151,660
Homes Reached	Total	% of Total Homes	% of Radio Homes
Monthly	78,080	50	51
Weekly	69,860	45	46

- Dane County's leading coverage station, reaching 10,000 more homes than any other station
- 1956 effective buying income of $3,792.46 per person
- 1956 gross cash farm income: $9,573.00
- *affiliated with NBC*

WIBA The Badger Broadcasting Company
Madison, Wisconsin
Represented nationally by Avery-Knodel, Inc.

WISCONSIN

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		5,939	.0031	2,376	.0035	74	66	991	689	778	122	...	1,315	498	497	131
Ashland		20,881	.0108	3,797	.0095	83	94	4,805	2,082	2,083	979	1,261	4,462	1,231	1,477	611
Ashland		15,842	.0087		.0065	103	138	3,339	1,474	2,048	949	1,229	3,517	969	1,059	451
Barron		39,251	.0204	3,668	.0180	83	94	5,561	2,940	7,237	979	1,549	7,155	3,287	5,338	927
Rice Lake		16,100	.0084		.0055	112	171	1,784	1,265	3,289	734	437	3,364	1,131	2,056	385
Bayfield		7,381	.0038	1,942	.0049	84	49	1,709	1,293	1,712	99	97	765	498	758	236
Brown	57	145,128	.0754	4,854	.0685	103	117	34,459	12,522	20,972	9,324	8,071	21,895	7,095	10,440	3,404
▲Green Bay		112,098	.0582		.0425	125	171	26,590	8,924	19,351	8,558	7,189	15,103	4,996	6,527	2,847
Buffalo		10,875	.0057	2,529	.0062	69	63	1,843	1,522	998	103	177	2,682	578	2,064	299
Burnett		6,419	.0033	2,213	.0037	65	58	1,575	920	727	56	222	870	589	1,162	129
Calumet		15,774	.0082	2,868	.0094	79	69	2,280	1,974	647	285	481	2,713	1,629	2,130	334
Chippewa	198	51,778	.0269	4,351	.0227	85	101	8,810	3,726	5,602	5,243	1,664	9,851	2,788	5,813	1,328
Chippewa Falls		27,516	.0143		.0088	128	207	4,367	1,408	1,652	4,976	1,134	4,945	1,336	2,481	600
1△Eau Claire																
Clark		24,225	.0126	2,692	.0138	73	66	3,709	2,594	2,447	441	234	3,304	1,501	3,904	606
Columbia		48,380	.0251	4,520	.0210	100	129	8,388	4,781	4,099	1,323	1,694	9,147	3,811	7,483	1,378
Portage		16,328	.0085		.0057	130	193	2,156	1,096	2,723	779	939	4,737	1,035	1,356	613
Crawford		13,774	.0072	2,811	.0078	73	67	3,352	1,902	667	719	527	1,500	1,112	1,877	158
Dane	87	250,660	.1302	4,677	.1283	114	116	50,079	22,073	26,186	19,517	12,684	41,579	15,593	28,654	10,463
▲Madison		186,479	.0969		.0914	131	139	36,391	14,398	22,498	18,391	10,785	32,581	10,761	14,886	9,099
Dodge		54,898	.0285	3,173	.0311	86	79	10,754	6,061	4,143	2,003	2,783	8,670	4,161	9,559	1,179
Beaver Dam		20,787	.0108		.0085	112	142	4,266	1,599	1,913	1,239	1,654	3,955	1,239	2,218	560
2 Watertown																
Door		27,801	.0144	4,277	.0116	90	112	5,662	3,367	2,361	808	683	4,878	1,717	4,189	550
Sturgeon Bay		18,361	.0095		.0058	118	194	4,159	1,455	1,417	808	464	3,804	852	1,797	550
Douglas	43	47,059	.0245	3,338	.0257	92	88	13,118	5,652	4,424	2,396	2,441	8,881	3,378	2,508	1,537
▲Superior		41,719	.0217		.0214	101	102	11,549	4,331	3,994	2,352	2,403	8,633	2,682	1,841	1,502
Dunn		26,307	.0136	3,416	.0130	80	83	3,209	2,261	3,970	775	925	4,467	2,400	2,988	536
Menomonie		16,869	.0088		.0061	115	166	2,058	1,214	2,426	742	791	3,543	1,557	1,418	410
Eau Claire	198	63,868	.0332	3,670	.0344	98	95	11,805	5,422	11,729	4,122	3,121	10,202	5,955	4,051	1,394
1△Eau Claire		56,587	.0294		.0257	113	130	10,543	3,911	11,229	4,056	3,009	9,224	5,152	3,395	1,415
Florence		2,392	.0013	2,392	.0014	64	59	370	855	196	75	...	322	315	128	43
Fond du Lac		84,094	.0438	4,082	.0417	97	102	17,303	7,992	7,318	4,623	3,850	15,872	5,853	9,740	2,433
Fond du Lac		60,978	.0265		.0216	115	141	11,338	4,703	5,815	3,983	2,919	8,562	3,205	4,357	1,939
Forest		7,082	.0037	3,079	.0037	73	73	2,084	731	485	234	140	1,238	662	1,249	168
Grant		42,605	.0222	3,408	.0222	87	87	7,562	3,782	3,786	1,314	1,738	6,908	2,908	9,095	1,042
Green		40,730	.0211	5,431	.0172	118	145	6,024	2,624	3,214	1,294	1,475	7,355	1,916	9,240	832
Monroe		20,865	.0108		.0072	157	235	3,431	1,376	1,723	1,057	1,306	4,589	975	3,073	417
Green Lake		19,883	.0103	4,322	.0085	92	112	3,920	1,534	1,239	734	845	3,855	1,289	4,412	373
Iowa		18,854	.0098	3,010	.0090	78	76	2,763	1,577	988	260	663	3,347	1,778	3,252	313
Iron		7,892	.0041	3,157	.0040	83	86	2,418	1,601	413	359	182	296	508	1,204	202
Jackson		14,549	.0076	3,031	.0072	75	79	2,599	1,699	1,288	408	188	3,105	1,278	2,071	250

1 Eau Claire is in Chippewa and Eau Claire counties.
2 Watertown is in Dodge and Jefferson counties.

© SM, 1957.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 11.

CHECK ✓ MADISON

☑ WHERE POPULATION GROWS FASTER!

☑ WHERE INCOME GROWS FASTER!

☑ WHERE THEY SPEND MORE PER FAMILY!

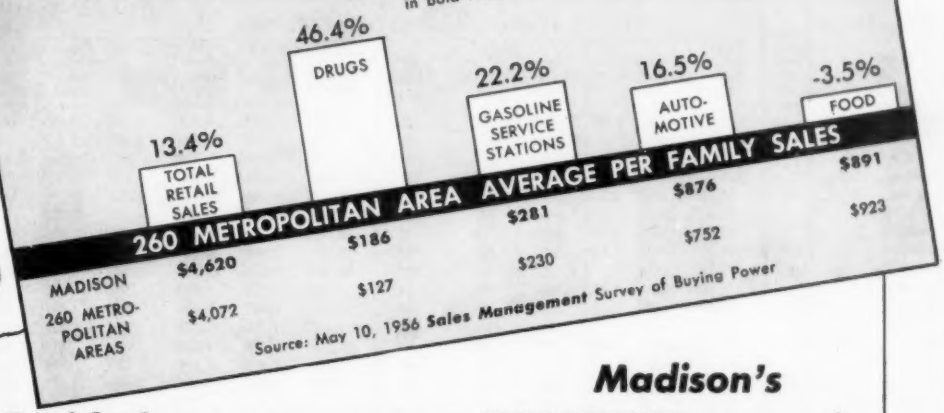
*Compared with the best there is — the United States' 260 metropolitan areas.





AND — CHECK HOW MUCH MORE

Height of bar represents % amount that Madison exceeds 260 metropolitan area average. Below — Madison per family expenditure in bold face; 260 metropolitan area average in light face.



Source: May 10, 1956 **Sales Management** Survey of Buying Power

Madison's 5-sided economy means BALANCED strength

Retail and Wholesale Trade

Over 21,000 employed in wholesale and retail trade; Madison serves 9 counties (retail), 18 counties (wholesale).

Education—Home of University of Wisconsin

. . . and University Hospitals, the State Diagnostic Center, State Crime Laboratory, Wisconsin Alumni Research Foundation, and other research facilities.

Government: Federal, State, County

Madison is the state capital and county seat . . . and home of many Federal and regional offices: Forest Products Laboratory, U. S. Armed Forces Institute, Veterans' Hospital.

Agriculture

Dane County ranks 32nd in the U. S. in gross cash farm income: 5,094 farms; average value $22,918; gross income per farm $9,573.

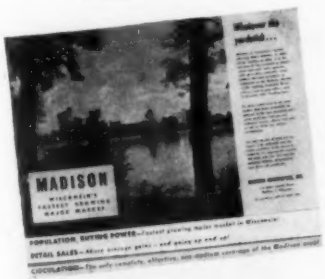
Industry

Dane County has 263 manufacturing establishments; 13,636 workers; 56½ million dollar annual payroll; value of manufactured goods, $99 million.

Balanced Strength

Makes Madison a good test market. Folder offered (left) tells who has tested in Madison and why.

For further information call, wire or write for "Madison — Wisconsin's Fastest Growing Market."



CHECK Madison Newspapers, Inc. for the only effective one-medium coverage of the fastest growing major market in Wisconsin.

MADISON NEWSPAPERS, INC.

The Capital Times
(Afternoon)

Wisconsin State Journal
(Morning and Sunday)

Representatives: JANN & KELLEY, INC., New York • Atlanta • Chicago • Detroit • San Francisco • Los Angeles

THE WORLD COMES to KENOSHA

for Automobiles, Steel Beds, Hosiery, Apparel, Shoes, Furniture — Wisconsin's 3rd Largest Manufacturing City.

SMART MARKETERS COME to KENOSHA

with their promotion campaigns, for the increased sales its high-level income produces

Kenosha Metropolitan Area per family sales are

Automobiles 84% above State average — Apparel 11.7% above State average
Food 15.3% " " " — Drug Stores 9.2% " " "

The Kenosha News Now Reaches 84% of Kenosha Families Every Day — a new High Coverage Figure.

THE KENOSHA NEWS

KENOSHA, WISCONSIN

Jann & Kelley, Inc.—National Representatives

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES ATLANTA

WISCONSIN COUNTIES CITIES (continued)

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Jefferson		60,109	.0312	4,453	.0269	98	113	12,197	5,547	4,508	2,176	2,465	11,365	3,838	9,455	1,400
2 Watertown		23,130	.0120		.0087	113	156	4,970	1,734	2,675	1,027	1,172	4,579	1,524	3,067	602
Fort Atkinson		14,296	.0074		.0058	129	164	3,845	909	629	833	561	3,046	937	2,242	414
Juneau		20,321	.0105	3,763	.0094	84	94	3,355	2,357	904	527	554	5,056	1,911	2,286	412
Kenosha	73	98,719	.0503	3,778	.0529	106	180	25,419	9,190	7,764	6,131	5,725	15,002	6,788	8,748	3,048
▲Kenosha		83,234	.0432		.0407	117	124	21,915	6,377	6,601	6,071	5,640	14,192	5,853	6,243	2,947
Kewaunee		14,402	.0075	3,064	.0079	75	71	2,416	1,374	1,388	397	756	2,513	786	2,342	297
La Crosse	217	96,063	.0499	4,510	.0452	103	114	19,578	9,081	14,049	6,375	4,930	14,036	5,566	7,059	1,801
△La Crosse		84,117	.0437		.0351	118	147	17,322	7,453	12,446	6,192	4,570	12,346	4,601	5,701	1,595
Lafayette		16,584	.0086	3,189	.0084	79	80	2,810	1,378	940	225	232	3,425	1,144	3,990	189
Langlade		20,901	.0108	3,484	.0107	83	84	5,247	2,327	2,478	804	847	3,080	1,853	2,129	392
Antigo		17,304	.0090		.0066	110	150	4,361	1,363	2,304	804	799	2,402	1,467	1,776	336
Lincoln		24,086	.0125	3,702	.0111	83	94	5,802	2,622	1,578	605	619	4,980	2,152	2,604	677
Merrill		15,545	.0081		.0056	106	153	3,932	1,217	1,081	384	396	3,467	1,084	1,676	395
Manitowoc	226	77,861	.0405	3,799	.0400	96	97	17,004	7,395	8,805	2,874	4,259	13,685	4,290	7,236	1,219
△*Manitowoc-Two Rivers*		*57,370*	*.0298*		*.0268*	*111*	*127*	*14,184*	*4,956*	*7,766*	*2,715*	*3,987*	*10,390*	*3,946*	*5,810*	*1,033*
△Manitowoc		43,451	.0226		.0196	112	129	10,457	3,744	6,185	2,174	3,196	8,150	2,186	2,928	803
△Two Rivers		13,919	.0072		.0066	110	120	3,667	1,212	1,581	541	791	2,240	760	882	430
Marathon		81,271	.0422	3,518	.0425	85	84	16,818	7,272	10,487	3,234	4,265	14,553	5,143	8,847	1,620
Wausau		52,920	.0275		.0215	113	144	10,509	3,173	9,333	3,081	3,832	10,485	2,634	4,743	1,310
Marinette		36,475	.0190	3,567	.0176	83	90	8,784	4,454	6,135	1,483	1,116	5,683	2,743	3,634	806
Marinette		22,516	.0117		.0080	103	136	5,883	1,711	5,280	1,390	650	3,880	1,355	1,085	328
Marquette		8,609	.0044	3,189	.0043	77	79	1,847	1,110	692	32	43	1,257	661	1,136	154
Milwaukee	91	1,339,979	.6961	4,519	.6898	117	118	298,851	122,814	220,753	91,204	88,082	216,653	101,923	63,752	39,006
▲Milwaukee		1,070,863	.5563		.5063	120	121	223,225	101,520	211,662	73,908	60,714	169,524	53,417	47,590	30,760
West Allis		115,080	.0598		.0493	125	151	25,954	7,866	5,252	3,218	1,930	23,771	36,391	3,492	2,174
Wauwatosa		50,839	.0264		.0438	132	80	15,382	2,969	809	3,207	1,186	8,969	4,061	3,930	2,237
Cudahy		14,953	.0078		.0093	98	82	4,500	1,950	646	471	206	2,621	1,386	1,419	225
Shorewood		17,141	.0089		.0160	151	84	7,755	459	267	931	264	2,858	2,008	316	1,561
South Milwaukee		17,321	.0090		.0099	105	96	4,599	1,692	599	543	622	5,328	1,282	696	495
Whitefish Bay		13,493	.0070		.0160	145	64	5,874	59	304	1,757	497	1,034	991	383	1,175
Monroe		30,634	.0159	3,481	.0152	77	81	6,744	3,257	2,329	1,072	1,046	3,971	2,747	4,299	754

2 Watertown is in Dodge and Jefferson Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures, read foreword, page 11.
© SM, 1957.

WAUSAU

the BUYING CENTER of Northcentral Wisconsin.

Wausau has a retail sales activity that is $2.1 million above total income! Proof of the far-flung drawing power of Wausau stores. Proof of the pulling-power of the Wausau Daily Record-Herald . . . the advertising medium most local merchants use the most.

92 miles from any comparable or larger city. Located in the heart of America's Dairyland and at the gateway to Wisconsin's booming northwoods playground—the Wausau Daily Record-Herald can give your sales message 79% penetration of all Marathon county homes, with an annual income of over $26 million and 101% coverage of all Wausau homes with an industrial payroll alone of over $39 million annually.

For deep, lasting penetration of your sales story in this booming area—use the medium most local merchants use most.

WAUSAU
MARATHON COUNTY
WISCONSIN

THE WAUSAU DAILY RECORD-HERALD

For more information on "THE WAUSAU STORY" contact this newspaper or BURKE, KUIPERS & MAHONEY.

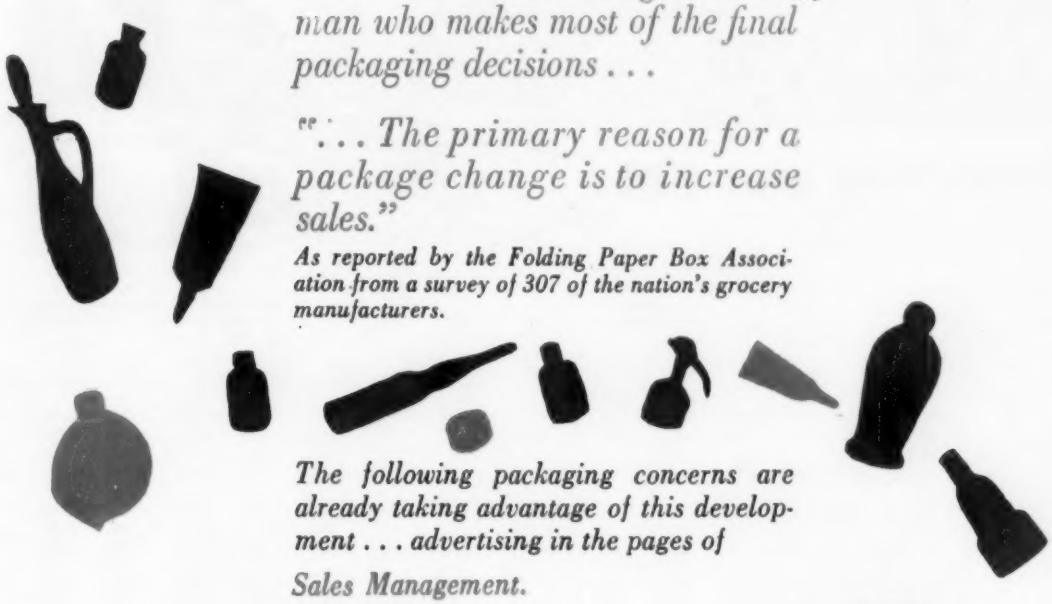
in Packaging, for example . . .

One of the most significant developments in packaging is this . . .

". . . The sales manager is the man who makes most of the final packaging decisions . . .

". . . The primary reason for a package change is to increase sales."

As reported by the Folding Paper Box Association from a survey of 307 of the nation's grocery manufacturers.



The following packaging concerns are already taking advantage of this development . . . advertising in the pages of

Sales Management.

- **The Dow Chemical Co.**
- **Goodyear Tire & Rubber Co.**
- **Federal Paper Board Co. Inc.**
  National Folding Box Div.
  Morris Paper Mills Div.
- **Reynolds Metals Co.**
- **Lassiter Corp.**
- **Continental Can Co.**
  Robert Gair Div.
- **Stone Container Corp.**
- **Lermer Plastics, Inc.**
- **Celanese Corp. of America**
  Plastics Div.
- **Chicago Show Printing Co.**
- **Sealright Company, Inc.**
- **Container Corp.**



Sales Management

THE MAGAZINE OF MARKETING

New York Chicago Santa Barbara

WRJN SELLS

To The RACINE COUNTY WOMEN

EFFECTIVE BUYING INCOME $245,231,000

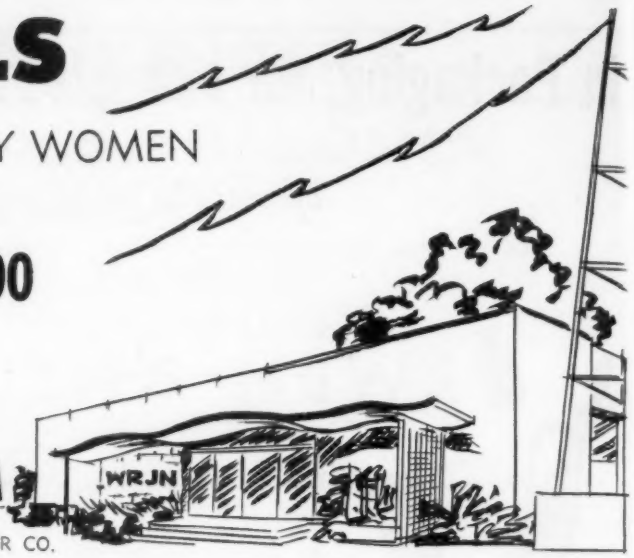
METRO. AREA RADIO HOMES 35,220

(RACINE COUNTY FAMILIES — 36,500)

WRJN-AM plus FM

ABC and WISCONSIN NETWORKS

RACINE WISCONSIN REPRESENTED by THE WALKER CO.



WISCONSIN

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Oconto		22,067	.0115	3,023	.0112	73	75	4,045	2,668	2,044	792	843	3,737	1,988	3,688	372
Oneida		30,136	.0156	4,586	.0123	95	121	7,848	3,546	2,672	2,000	1,569	5,060	2,646	2,714	863
Rhinelander		19,187	.0100		.0064	119	165	5,105	1,365	2,161	1,612	1,436	3,211	1,531	1,291	542
Outagamie	174	110,530	.0574	4,386	.0535	100	107	22,808	6,969	15,959	5,123	7,521	18,963	6,143	10,907	2,743
Appleton-Neenah-Menasha		*106,978*	*.0555*		*.0505*	*113*	*124*	*24,283*	*6,641*	*15,501*	*6,104*	*9,118*	*15,671*	*5,777*	*10,906*	*2,711*
△Appleton		73,564	.0382		.0315	122	147	15,516	3,802	13,784	4,502	6,604	11,228	3,046	6,040	1,765
Ozaukee		33,043	.0172	4,348	.0168	106	109	5,929	4,496	1,451	555	1,299	8,279	3,157	4,688	728
Pepin		9,142	.0048	4,353	.0037	84	109	1,518	830	203	270	225	2,017	519	2,169	264
Pierce		25,723	.0133	4,149	.0114	89	104	4,070	2,347	1,068	421	749	5,160	1,664	3,011	567
Polk		25,985	.0135	3,511	.0120	83	93	3,555	1,961	2,373	489	340	5,053	2,055	5,633	685
Portage		32,533	.0169	3,425	.0183	95	79	7,387	3,330	3,009	2,579	1,965	5,966	1,798	2,954	1,128
Stevens Point		24,834	.0129		.0112	107	123	5,773	2,084	2,383	2,499	1,928	4,727	1,531	1,629	1,060
Price		14,387	.0075	3,128	.0070	76	82	3,381	1,516	885	721	651	3,492	1,040	1,753	367
Racine	114	149,276	.0775	4,090	.0810	112	107	36,239	11,591	12,510	8,509	8,877	24,380	10,424	15,121	5,186
▲Racine		108,834	.0565		.0569	120	119	27,701	8,011	9,899	7,410	7,651	19,222	7,788	6,790	4,519
Burlington		21,527	.0112		.0056	193	386	3,962	982	1,553	1,061	876	3,190	1,163	3,561	313

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1957. Before using these figures, read foreword, page 11.

101,901 RACINE CITY ZONE

ABC Figures Prove outside papers can't possibly do a selling job for your product in Racine.

Details on Request

PAPER	COVERAGE
Chicago Tribune	8.0%
Milwaukee Sentinel	8.7%
Milwaukee Journal	11.5%

EFFECTIVE BUYING INCOME

PER CAPITA	PER FAMILY
$2,005	$6,719
2nd in Wisconsin	3rd in Wisconsin

93% COVERAGE
IN THE CITY

86% COVERAGE
FOR THE COUNTY

The
RACINE JOURNAL-TIMES
and Sunday Bulletin
RACINE, WISCONSIN

Represented Nationally by the
ALLEN-KLAPP COMPANY



"Smoke Signals" from Chief Oshkosh...

OSHKOSH, WISCONSIN

with 44% of the total population of Winnebago County

SELLS

62%	of the COUNTY TOTAL SALES of	$116,306,000
58%	of the TOTAL FOOD SALES of	$ 25,957,000
86%	of the TOTAL GENERAL MERCHANDISE SALES of	$ 19,646,000
60%	of the TOTAL FURNITURE, HOUSEHOLD SALES of	$ 6,687,000
67%	of the TOTAL AUTOMOTIVE SALES of	$ 15,722,000
65%	of the TOTAL DRUG SALES of	$ 2,876,000

Source — 1957 Sales Management

Reach the Largest Percentage of this Rich Market through the

OSHKOSH DAILY NORTHWESTERN

Oshkosh, Wisconsin

Offering Retail Dealer Helps • Campaign Bulletins • Distribution Checks

Represented By Johnson, Kent, Gavin & Sinding, Inc.

WISCONSIN

Cont. from page 746

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Shorewood	Milwaukee	17.9	100	20	7	9	10	4	2	20	2	9
South Milwaukee	Milwaukee	15.8	174	34	52	10	10	8	8	21	7	5
Stevens Point	Portage	17.7	318	46	95	17	29	18	19	26	20	7
Sturgeon Bay	Door	8.2	181	30	51	9	8	9	12	14	18	5
Superior	Douglas	35.8	505	138	132	20	32	26	20	48	24	16
Two Rivers	Manitowoc	10.1	194	46	56	19	13	12	9	14	10	3
Watertown	Jefferson	13.0	244	33	66	19	19	18	14	22	28	5
Waukesha	Waukesha	22.9	334	56	72	24	21	17	17	40	24	8
Wausau	Marathon	32.3	479	71	109	43	37	26	30	47	38	12
Wauwatosa	Milwaukee	55.9	280	50	48	18	19	20	7	44	16	16
West Allis	Milwaukee	66.6	598	119	183	28	27	19	24	80	20	20
West Bend	Washington	8.0	178	26	55	15	13	7	14	14	12	3
Whitefish Bay	Milwaukee	18.5	65	12	2	10	10	5	1	6	4	5
Wisconsin Rapids	Wood	15.7	289	60	63	12	20	18	13	28	17	5

RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Richland		20,555	.0107	3,808	.0096	81	91	3,736	1,165	1,725	495	749	4,001	1,494	3,140	430
Richland Center		15,922	.0083		.0044	147	277	2,895	508	1,487	495	708	3,197	923	3,422	355
Rock	180	133,609	.0694	4,298	.0661	109	115	26,269	10,724	15,023	7,885	7,818	23,714	7,736	13,928	3,464
△Beloit		55,044	.0286		.0238	123	148	11,404	3,496	6,611	4,104	3,963	10,576	3,049	4,961	1,750
△Janesville		48,614	.0253		.0221	122	140	10,033	3,729	6,829	2,969	3,056	8,440	2,928	3,910	1,210
Rusk		11,903	.0062	2,645	.0071	74	65	2,169	1,052	1,743	158	391	2,152	734	1,807	284
St. Croix		27,586	.0143	3,537	.0141	87	88	5,251	3,584	1,735	589	434	4,683	1,586	5,040	713
Sauk		44,847	.0233	3,737	.0219	90	95	9,152	5,094	3,648	1,175	1,509	8,381	2,917	5,544	961
Baraboo		13,447	.0080		.0057	121	170	3,808	1,142	1,393	682	983	3,236	1,115	1,840	319
Sawyer		10,000	.0052	3,448	.0048	79	90	2,612	1,139	1,089	128	250	1,765	668	1,022	276
Shawano		30,156	.0157	3,141	.0162	76	74	5,778	3,159	4,314	737	1,126	5,050	1,703	4,689	547
Shawano		15,602	.0081		.0050	132	213	3,371	1,251	1,836	635	699	2,789	974	2,376	373
Sheboygan	253	98,103	.0494	3,730	.0501	100	99	21,086	8,271	16,736	3,161	3,985	13,636	6,620	10,226	2,254
△Sheboygan		66,519	.0346		.0301	114	131	15,097	5,505	14,618	2,852	2,932	9,006	4,772	5,188	1,752
Taylor		13,410	.0069	2,853	.0074	70	66	2,870	1,852	618	542	487	2,289	1,157	1,865	250
Trempealeau		22,913	.0120	3,370	.0108	75	83	3,790	2,272	2,184	319	916	3,530	1,801	3,931	422
Vernon		20,828	.0108	2,705	.0117	73	67	4,475	1,636	1,337	1,061	734	2,519	1,890	3,538	594
Vilas		13,845	.0072	4,774	.0052	88	122	3,741	2,232	914	390	264	2,049	1,038	1,639	258
Walworth		66,320	.0344	4,512	.0295	104	121	13,576	7,838	4,265	2,046	1,890	14,200	4,931	9,606	1,709
Washburn		13,811	.0072	4,316	.0056	86	111	2,341	1,404	1,389	307	336	3,905	1,324	1,599	403
Washington		43,020	.0223	3,947	.0216	95	98	9,519	5,263	3,743	1,318	2,298	5,580	3,168	6,247	706
West Bend		16,610	.0086		.0063	134	183	3,623	2,133	1,896	749	932	2,620	1,163	1,136	263
Waukesha	91	111,502	.0580	3,729	.0630	100	92	26,418	10,653	6,030	4,260	3,929	23,651	8,637	14,783	3,313
Waukesha		42,990	.0223		.0173	127	164	10,625	2,724	3,208	2,591	1,788	10,363	2,578	4,443	1,248
Oconomowoc		14,578	.0076		.0048	133	211	3,908	1,165	720	696	762	2,848	1,154	1,505	550
Waupaca		38,381	.0199	3,655	.0181	85	93	7,248	3,455	2,884	1,582	1,623	7,248	2,979	5,965	895
Waushara		15,564	.0081	3,706	.0064	78	99	2,365	1,504	1,030	291	524	4,295	1,340	2,783	269
Winnebago	239	116,306	.0604	3,877	.0569	100	100	25,957	11,022	19,646	5,319	6,687	15,722	6,957	9,592	2,876
△Oshkosh		70,944	.0369		.0295	114	143	14,831	5,627	16,895	3,717	3,951	10,463	3,678	2,959	1,834
See Appleton-Neenah-Menasha																
Neenah		20,631	.0107		.0110	111	108	6,252	1,378	1,205	1,057	1,448	2,960	826	2,946	608
Menasha		12,777	.0066		.0080	90	74	2,515	1,561	512	545	1,066	1,483	1,905	1,920	338
Wood		63,178	.0328	4,129	.0303	92	100	13,448	4,871	7,776	2,238	3,161	11,588	4,878	6,532	1,820
Marshfield		25,664	.0133		.0095	114	140	4,708	1,996	3,882	1,277	1,425	5,049	1,929	2,362	831
Wisconsin Rapids		24,836	.0129		.0107	113	139	5,989	1,680	3,489	874	1,085	4,452	1,809	2,511	782
Total Above Cities		2,965,775	1.5407		1.3682	120	135	653,337	242,301	442,113	195,484	164,578	504,509	201,658	199,423	88,782
State Total		4,386,128	2.2784	4,052	2.2143	100	103	932,258	411,938	542,470	231,162	206,063	743,940	310,809	428,594	117,895

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1957.

Before using these figures, read foreword, page 11.

Look at Wisconsin's NEWEST Metropolitan Market



82nd in U.S. in Per Family Retail Sales
84th in U.S. in Per Family Income

PLUS Retail Trading Zone with 191,510 Population—
$334 Million Effective Buying Income

The big B-J Newspaper Combination is 4th in Wisconsin in circulation—Gives you 88% coverage of Rock County.

Rock County population (Beloit-Janesville)—102,300
Retail sales—$133,609,000 (5th in Wis., 178th in U.S.)
Per family retail sales—$4296 (6th in Wis., 82nd in U.S.)
Number of families—31,100

B-J Combination county circulation—27,635 (88% coverage)

Retail Trading Zone
Number of families—51,723
B-J Combination circulation—40,824 (78.9% coverage)

SOURCE: 1957 SURVEY OF BUYING POWER

AREA INDUSTRY

. . . Includes Chevrolet and Fisher Body Divisions of General Motors, Fairbanks, Morse & Co., Parker Pen Co., Beloit Iron Works (major manufacturer of paper-making machinery), Freeman Shoe Corp., plus machine tool, metal-working and other processing plants.

BELOIT NEWS • JANESVILLE GAZETTE

P. T. Brewer, Gen. Adv. Mgr.
Beloit, Wis. • EMerson 5-8811

Geo. W. Gressman, Adv. Dir.
Janesville, Wis. • PLeasant 4-3311

WISCONSIN METRO. AREAS — RETAIL SALES — SM ESTIMATES, 1956

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN METRO. AREAS	Metropolitan Area	Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Appleton	174	110,530	.0574	4,386	.0535	100	107	22,808	6,969	15,959	5,123	7,521	18,983	6,143	10,907	2,743
△Beloit-Janesville	180	133,609	.0694	4,296	.0661	109	115	26,269	10,724	15,023	7,885	7,818	23,714	7,736	13,928	3,484
Duluth-Superior	43	307,128	.1596	3,741	.1548	98	101	78,010	24,061	45,036	21,399	15,760	53,677	19,629	16,541	8,962
△Eau Claire	198	115,644	.0601	3,947	.0571	93	97	20,615	9,148	17,331	9,365	4,785	20,053	8,743	9,884	2,722
Green Bay	57	145,128	.0754	4,854	.0865	103	117	34,459	12,522	20,972	9,324	8,071	21,895	7,095	10,440	3,404
Kenosha	73	96,719	.0503	3,779	.0529	106	100	25,419	9,190	7,764	6,131	5,725	15,002	6,788	8,748	3,040
△La Crosse	217	96,063	.0499	4,510	.0452	103	114	19,578	9,081	14,049	6,375	4,936	14,038	5,566	7,059	1,801
Madison	87	250,680	.1302	4,677	.1283	114	116	60,079	22,073	28,166	19,517	12,684	41,579	15,883	28,654	10,463
△Manitowoc-Two Rivers	226	77,861	.0405	3,798	.0400	98	97	17,004	7,395	8,805	2,674	4,259	13,685	4,290	7,236	1,210
Milwaukee	91	1,451,481	.7541	4,447	.7528	116	116	325,269	133,467	226,783	95,464	72,011	240,304	110,560	78,535	42,318
△Oshkosh	239	116,306	.0604	3,877	.0599	100	100	25,957	11,022	19,646	5,319	6,687	15,722	6,957	9,592	2,876
Racine	114	149,276	.0775	4,090	.0810	112	107	36,239	11,591	12,560	8,509	8,877	24,380	10,424	15,121	5,186
△Sheboygan	253	95,103	.0494	3,730	.0501	100	99	21,086	8,271	16,736	3,161	3,985	13,636	6,620	10,226	2,254
Total Above Areas		3,145,828	1.6342	4,268	1.6080	109	110	709,792	275,514	446,830	209,446	163,113	516,666	216,124	226,851	90,443

WYOMING — (Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah.)

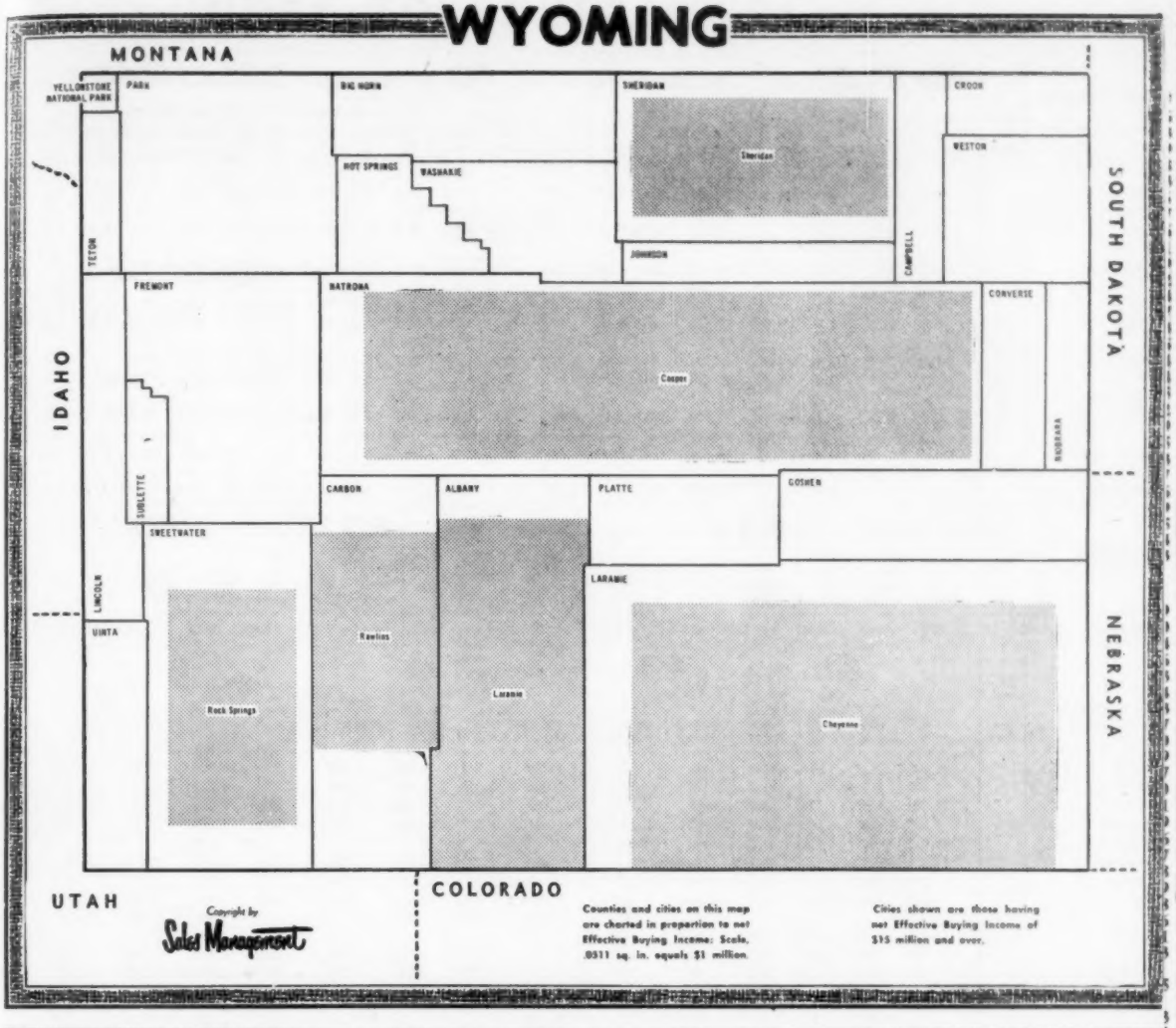
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City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Casper	Natrona	34.0	344	48	45	29	24	28	35	53	19	14
Cheyenne	Laramie	39.5	455	63	77	26	54	31	37	43	21	14
Cody	Park	5.2	99	9	17	6	7	7	7	11	5	3
Laramie	Albany	19.7	203	29	44	5	21	13	10	28	12	5
Rawlins	Carbon	8.5	119	10	29	8	7	4	10	22	8	6
Rock Springs	Sweetwater	11.6	161	23	45	7	15	8	15	25	2	7
Sheridan	Sheridan	11.9	208	30	31	16	12	11	18	23	19	8

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WYOMING



WYOMING COUNTIES CITIES	Metropolitan Area	SM POPULATION ESTIMATES, 1/1/57				EFFECTIVE BUYING INCOME— SM ESTIMATES, 1956				Income Breakdown of Consumer Spending Units									
		Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000&over % Units	$10,000&over % Inc.
Albany		22.7	.0134	6.8	19.7	43,185	.0153	1,902	6,351	9.9	4,371	32.4	10.7	21.7	16.2	31.5	36.2	9.8	17.8	4.6	19.1
Laramie		19.7	.0117	5.5		41,402	.0146	2,102	7,528	9.0	4,610	32.6	10.2	21.1	15.0	31.6	34.4	10.0	17.2	4.7	23.2
Big Horn		13.2	.0079	3.7	2.6	16,467	.0058	1,248	4,451	3.8	4,338	27.2	9.1	25.4	19.1	35.3	40.9	8.2	14.9	3.9	16.0
Campbell		4.2	.0024	1.4		6,348	.0022	1,511	4,533	1.4	4,450	29.0	9.4	31.1	22.8	27.8	31.5	5.9	10.5	6.2	25.8
Carbon		16.9	.0101	5.1	8.5	32,025	.0113	1,895	6,279	6.5	4,954	22.7	6.6	19.7	13.0	39.2	39.8	13.0	20.8	5.4	19.8
Rawlins		8.5	.0050	2.7		17,168	.0060	2,020	6,359	3.0	5,642	19.1	4.9	18.0	10.4	41.1	36.6	15.4	21.6	6.4	26.5
Converse		5.6	.0033	1.7	2.5	7,650	.0027	1,366	4,500	1.7	4,468	26.5	8.6	25.6	18.7	34.3	38.6	9.2	16.3	4.4	17.8
Crook		4.1	.0024	1.2		5,614	.0020	1,369	4,678	1.3	4,376	32.3	10.9	32.8	24.5	22.1	25.3	8.2	11.2	6.6	28.3
Fremont		20.8	.0123	6.1	8.1	29,296	.0103	1,408	4,803	6.5	4,507	28.1	9.0	23.6	17.0	34.1	38.1	9.4	16.6	4.8	19.3
Goshen		12.7	.0075	3.7	3.4	19,241	.0068	1,515	5,200	4.0	4,785	31.6	9.6	27.8	18.9	24.2	25.4	8.3	13.7	8.1	32.4
Hot Springs		5.7	.0034	1.8	3.2	8,568	.0030	1,503	4,760	1.9	4,514	26.3	8.4	24.2	17.5	36.2	40.3	8.7	15.3	4.6	18.5
Johnson		4.7	.0028	1.4	2.7	7,252	.0025	1,543	5,180	1.7	4,356	37.7	12.5	25.1	18.8	23.1	26.8	7.5	13.7	6.6	28.4
Laramie	191	59.8	.0354	17.0	39.5	109,537	.0386	1,832	6,443	25.4	4,314	34.2	11.4	20.9	15.9	31.0	36.2	9.2	16.8	4.7	19.7
△Cheyenne		39.5	.0234	12.4		71,958	.0254	1,822	5,803	14.0	5,142	24.0	6.7	21.6	13.8	37.2	36.3	11.5	17.7	5.7	25.5
Lincoln		8.0	.0048	2.3		10,112	.0036	1,264	4,397	2.5	4,114	28.9	9.4	31.9	25.5	31.2	38.1	6.8	12.6	3.4	14.4
Natrona		41.5	.0246	13.6	34.0	89,287	.0315	2,151	6,565	15.5	5,769	18.7	4.7	17.3	9.8	40.4	35.2	14.5	19.9	9.1	30.4
Casper		34.0	.0201	11.2		83,296	.0294	2,450	7,437	13.3	6,247	18.7	4.3	17.2	9.0	40.2	32.4	14.6	18.6	9.3	35.7
Niobrara		3.8	.0022	1.2		4,803	.0016	1,264	4,003	1.2	4,083	32.1	11.4	23.3	18.7	34.0	42.1	7.5	14.8	3.0	13.0
Park		19.2	.0114	6.0	9.9	30,952	.0110	1,612	5,159	6.3	4,905	22.4	6.6	21.4	14.2	39.2	40.2	11.6	18.7	5.4	20.3
Cody		5.2	.0031	1.7		11,821	.0042	2,273	6,954	2.0	5,979	19.4	4.7	16.8	9.2	41.3	34.7	14.4	19.0	8.1	32.4
Platte		7.8	.0045	2.4		11,607	.0040	1,527	4,836	2.7	4,263	29.4	10.0	29.8	22.8	30.0	35.4	6.0	11.1	4.8	20.7

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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WYOMING

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Metropolitan Area	POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME—ESTIMATES, 1956 Net Dollars (000)	% of U.S.A.	Per Capita	Per Family	Income Breakdown of Consumer Spending Units: Total Units (thous.)	Income per C. S. U.	$0-2,499 % Units	$0-2,499 % Inc.	$2,500-3,999 % Units	$2,500-3,999 % Inc.	$4,000-6,999 % Units	$4,000-6,999 % Inc.	$7,000-9,999 % Units	$7,000-9,999 % Inc.	$10,000& over % Units	$10,000& over % Inc.
Sheridan		19.4	.0115	6.2	11.9	28,598	.0101	1,474	4,613	6.2	4,590	28.4	8.9	24.4	17.3	32.5	35.8	9.1	15.8	5.6	22.4
Sheridan		11.9	.0070	4.0		21,664	.0076	1,821	5,416	4.3	5,015	26.9	7.7	23.3	15.2	34.2	34.3	9.6	15.2	6.0	27.6
Sublette		2.9	.0017	.9		4,238	.0015	1,461	4,709	1.0	4,143	35.8	12.5	25.7	20.3	25.3	30.7	8.6	16.4	4.6	20.1
Sweetwater		22.3	.0132	6.5	14.7	35,455	.0125	1,590	5,455	7.6	4,638	22.6	7.1	20.7	14.6	43.6	47.2	9.0	15.3	4.1	15.8
Rock Springs		11.6	.0069	3.4		21,191	.0075	1,827	6,233	4.3	4,876	25.2	7.5	19.6	13.0	40.8	42.1	9.8	16.0	4.6	21.4
Teton		2.6	.0015	.8		4,152	.0015	1,597	5,190	.9	4,724	27.5	8.4	33.2	22.9	24.2	25.8	7.6	12.8	7.5	30.1
Uinta		6.6	.0040	1.7	3.5	9,620	.0034	1,458	5,659	2.0	4,793	23.2	7.0	22.7	15.5	37.5	39.3	11.6	19.1	5.6	19.1
Washakie		7.8	.0046	2.1	4.6	12,365	.0043	1,585	5,838	2.6	4,841	22.7	6.8	24.8	16.7	36.3	37.7	10.5	17.1	5.7	21.7
Weston		7.2	.0042	2.2	3.6	12,874	.0048	1,788	5,852	2.4	5,272	23.1	6.3	23.9	14.8	33.8	32.3	10.8	16.2	5.4	30.4
Yellowstone National Park		.4	.0003	.1		858	.0003	2,145	5,580	.2	5,232	6.7	1.9	36.6	22.9	39.0	37.5	12.2	18.4	5.5	19.3
Total Above Cities		130.4	.0772	40.9		268,500	.0947	2,059	6,565	50.0	5,371	24.0	6.5	19.9	12.0	37.4	35.1	12.1	17.9	6.6	8.5
State Total		319.7	.1894	95.9	172.4	540,102	.1904	1,689	5,632	115.1	4,691	27.6	8.5	22.4	15.6	34.3	36.8	10.1	17.0	5.6	22.1

METRO. AREA	Area No.	POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
△Cheyenne	191	59.8	.0354	17.0	39.5	109,537	.0386	1,832	6,443

METRO. AREA	Area No.	POPULATION ESTIMATES, 1/1/57 Total (thousands)	% of U.S.A.	Families (thousands)	Urban Pop. (thousands)	E. B. I. ESTIMATES, 1956 Net Dollars ($000)	% of U.S.A.	Per Capita	Per Family
Total Above Area		59.8	.0354	17.0	39.5	109,537	.0386	1,832	6,443

COUNTIES CITIES	Metropolitan Area	RETAIL SALES—ESTIMATES, 1958 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Albany		24,596	.0128	3,617	.0141	105	96	5,755	2,643	1,485	1,289	1,553	3,824	2,775	1,827	637
Laramie		23,233	.0121		.0133	114	103	5,496	2,423	1,401	1,289	1,475	3,824	2,447	1,433	637
Big Horn		11,062	.0057	2,990	.0062	76	72	2,416	842	960	411	385	2,298	629	2,093	482
Campbell		6,305	.0033	4,504	.0026	108	138	1,311	503	142	517	150	1,689	966	722	112
Carbon		20,632	.0107	4,045	.0109	108	106									
Rawlins		14,928	.0078		.0063	126	156	4,070	2,831	2,036	820	534	3,337	3,371	1,569	855
Converse		7,251	.0038	4,265	.0031	94	115	2,842	2,030	1,758	772	534	2,803	1,991	993	640
Crook		3,629	.0019	3,024	.0021	88	79	1,396	623	296	249	105	1,822	793	1,099	255
								680	284	298	...	...	469	516	1,175	55
Fremont		25,857	.0134	4,239	.0116	94	109									
Goshen		13,038	.0068	3,524	.0069	92	91	4,520	2,005	2,264	653	550	7,585	2,156	2,841	853
Hot Springs		7,602	.0039	4,223	.0034	100	115	2,844	714	731	348	496	2,400	1,177	2,093	462
								1,420	827	505	379	106	1,755	667	948	396
Johnson		5,757	.0030	4,112	.0027	96	107									
Laramie	191	68,004	.0354	4,000	.0370	105	100	1,335	546	330	311	47	1,282	521	746	215
△Cheyenne		62,624	.0325		.0271	116	139	14,347	6,281	4,916	4,853	4,253	15,292	4,585	5,024	2,329
Lincoln		11,299	.0058	4,913	.0045	94	121	12,978	5,553	4,690	4,799	3,702	14,532	4,049	4,294	2,284
								2,084	959	1,093	287	337	2,611	1,164	815	389
Natrona		69,500	.0361	5,110	.0315	128	147									
Casper		65,500	.0340		.0289	144	169	14,591	4,132	6,922	2,701	3,395	19,984	4,596	5,244	2,342
Niobrara		4,343	.0023	3,619	.0019	86	105	13,333	3,052	6,877	2,701	3,356	19,984	3,653	5,036	2,190
Park		19,771	.0103	3,295	.0109	96	90	838	629	224	126	...	844	574	731	54
Cody		10,442	.0054		.0043	139	174	3,404	1,351	2,313	625	689	4,914	1,668	2,374	640
								1,570	813	1,142	411	315	2,989	1,121	748	343
Platte		10,175	.0052	4,240	.0045	100	116									
Sheridan		24,361	.0127	3,929	.0111	97	110	1,848	731	732	38	258	1,949	1,211	902	561
Sheridan		22,824	.0119		.0088	126	170	4,711	1,943	2,792	1,118	1,140	5,038	1,873	2,143	776
Sublette		3,078	.0016	3,420	.0016	94	94	4,264	1,496	2,792	1,118	1,098	5,038	1,643	1,796	776
								584	366	372	136	...	333	301	628	209
Sweetwater		22,296	.0116	3,430	.0124	94	88									
Rock Springs		17,376	.0090		.0078	113	130	5,626	3,026	2,190	908	709	3,964	3,155	701	1,104
Teton		5,765	.0030	7,206	.0019	127	200	4,433	1,963	1,544	841	636	3,804	2,024	494	851
Uinta		9,051	.0047	5,324	.0039	98	118	1,392	1,102	212	154	162	1,139	682	342	203
								2,012	993	624	238	132	2,422	1,011	944	324
Washakie		11,008	.0057	5,241	.0048	104	124									
Weston		8,500	.0044	3,864	.0045	107	105	1,839	832	488	654	724	2,161	1,053	1,941	395
Yellowstone National Park		6,257	.0033	62,570	.0012	400	100	1,537	980	431	347	10	2,130	1,116	690	308
								...	592	3,325	...	35	...	1,078	...	...
Total Above Cities		216,927	.1127		.0965	125	146	44,916	17,330	20,204	11,931	11,116	52,974	16,928	14,794	7,721
State Total		399,135	.2074	4,162	.1953	103	110	80,580	35,735	35,681	17,162	15,750	89,222	37,648	37,288	13,956

METRO. AREAS	Area No.	RETAIL SALES—ESTIMATES, 1958 Total Retail Sales ($000)	% of U.S.A.	Per Family Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Cheyenne	191	68,004	.0354	4,000	.0370	105	100	14,347	6,281	4,916	4,853	4,253	15,292	4,585	5,024	2,329
Total Above Area		68,004	.0354	4,000	.0370	105	100	14,347	6,281	4,916	4,853	4,253	15,292	4,585	5,024	2,329

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KODE-TV (Joplin, Mo.)	476
KOIN-TV (Portland, Ore.)	609
KOLN-TV (Lincoln, Nebr.)	493
KOMO-TV (Seattle, Wash.)	738
KOSA-TV (Odessa, Tex.)	676
KOWH (Omaha, Nebr.)	494
KPAR-TV (Abilene-Sweetwater, Tex.)	701
KPIX (San Francisco, Cal.)	258-259
KPQ (Wenatchee, Wash.)	736
KOV (Pittsburgh, Pa.)	638
KRIS-TV (Corpus Christi, Tex.)	682
KRNT & KRNT-TV (Des Moines, Ia.)	131
KROD-TV (El Paso, Tex.)	676
KRON-TV (San Francisco, Cal.)	73
KSD & KSD-TV (St. Louis, Mo.)	479
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KSL (Salt Lake City, Utah)	713
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interchange *of ideas!*

Motorists entering this interchange, where one Canadian highway joins another, are heading everywhere in Canada. North to vacation lands; West to British Columbia; East to the Atlantic Provinces and a thousand places in between. Readers of Canadian magazines and business papers are just as varied in their goals as these motorists. Some want to keep up with the news . . . some want to see behind the scenes. Some want to read about people who have "done things" . . . some want to learn how to "do it themselves." Some want light fiction . . . some want a thoughtful opinion.

One thing they all want—
A Canadian point of view

Maclean-Hunter publications are the "interchange" that accommodates all these varied tastes. Three national magazines, four business newspapers and 31 other business publications are the access routes to the sales highway of your choice—to highways that will take you "everywhere in Canada." Canadians depend on Canadian publications for information about themselves . . . for ideas that will work under Canadian conditions . . . for an interpretation of world events in terms of what they mean to Canada.

Maclean-Hunter editors satisfy this hunger in every issue of every publication. Reader response to the editorial fare they provide gives Canadian periodicals a "plus value" that can be found in no other medium.

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481 UNIVERSITY AVENUE, TORONTO

Interpreting Canada—Its Progress, Its People, Its Personality

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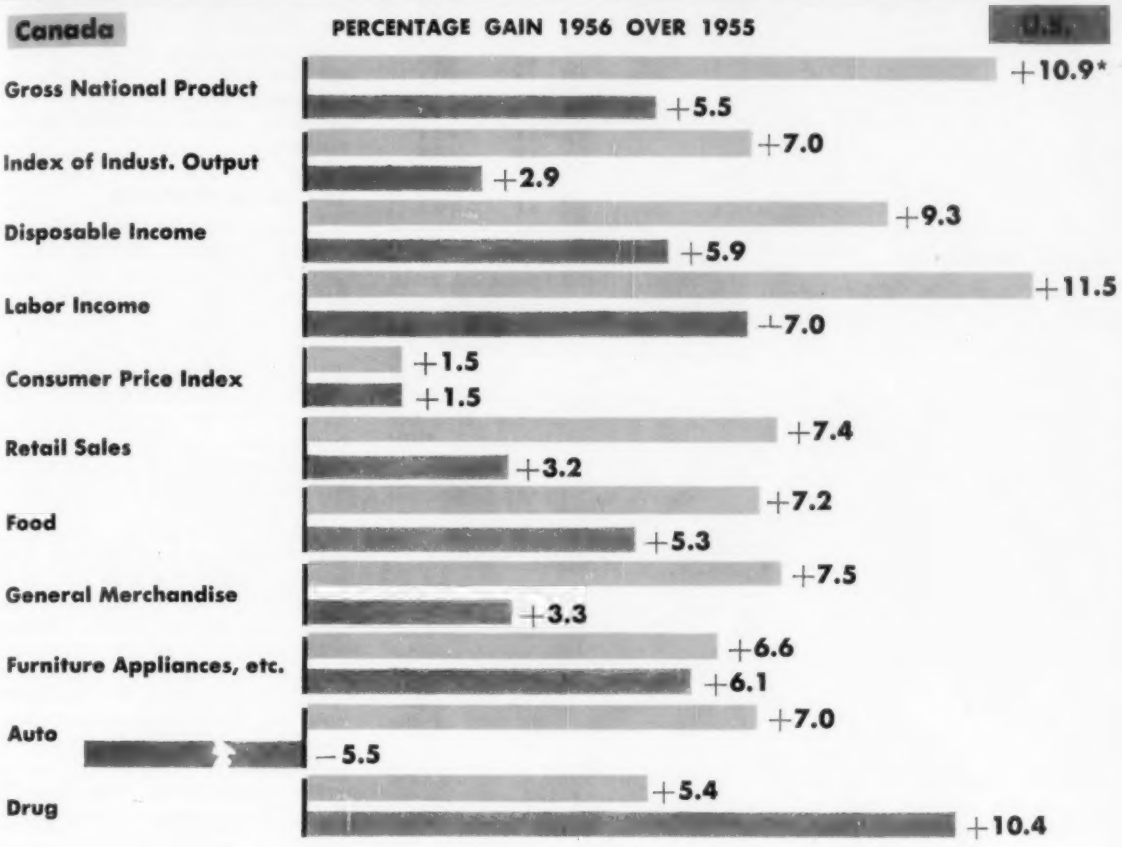
BUSINESS NEWSPAPERS
The Financial Post
Marketing
Style
Home Goods Retailing

BUSINESS PUBLICATIONS
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Bus and Truck Transport
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Canadian Aviation
Canadian Grocer
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Men's Wear of Canada
Modern Power and Engineering
Office Equipment and Methods
Painting and Decorating Contractor
Photo Trade
Plant Administration

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Business Year Book
Survey of Industrials
Survey of Mines
Survey of Oils
Directory of Directors
The National List of Advertisers

OTHER SERVICES
The Financial Post Corporation Service
Canadian Press Clipping Service
Commercial Printing Division

1956 Greater Boom Year For Canada Than For The U.S.



Survey of Canadian Buying Power

Ever since the end of World War II, a capital investment boom has been the spark-plug for Canadian expansion, absorbing on the average about one-fifth of Canada's total annual output. Americans have shared greatly in this expansion. They increased their holdings considerably in 1956, particularly in natural gas developments, the uranium industry, seaway development hydro and municipal projects, and in new manufacturing operations. More than 100 new kinds of manufacturing were added to Canadian manufacturing capacity in 1956, stainless steel railway cars, new organic chemicals like butyl alcohol, liquid hydrofloric acid, orlon staple fiber, radar equipment, electronic and nuclear control equipment, etc. Canada today ranks sixth as a manufacturing country in the world, following the U. S., Great Britain, Russia, Germany and France.

American investors' interest in the Canadian market is paralleled by a growing interest on the part of American manufacturers in Canadian consumers, particularly through the setting up of subsidiary product and distribution facilities.

We therefore take great pains to make our Canadian Survey of Buying Power as useful as possible to both our Canadian subscribers and our American subscribers now operating in Canada (with or without a Canadian manufacturing or assembling plant). In it they will find the same yardsticks of market measurement which SALES MANAGEMENT has been making available for the United States markets since 1929.

This year, as in the past, we have benefited from consultation with various statisticians and officials of the Dominion Bureau of Statistics on the accuracy of our estimates for all of Canada and the provinces particularly, and in some instances on our estimates for county and metropolitan areas. In this connection, our special thanks go to J. L. Forsyth, Acting Director of the Census Division; F. H. McCoy, Information Services Division; J. C. Brearley, Asst. Chief, Merchandising and Services Section; and S. A. Goldberg, Director of the Research and Development Division, all of the Dominion Bureau of Statistics.

* First 9 months of the year.

Comparison of S. M. and Census Population, By Provinces

	D.B.S. 1951	D.B.S. 1956 (Thousands)	S.M. 1/1/1956	% Error	D.B.S. % Change 1956 Over 1951
Prince Edward Island	98.5	99.3	110.6	+11.4	+ 0.8
Nova Scotia	642.6	694.7	695.1	+ 0.1	+ 8.1
New Brunswick	515.7	554.6	569.1	+ 2.6	+ 7.5
Quebec	4,055.7	4,628.4	4,634.3	+ 0.1	+14.1
Ontario	4,597.5	5,404.9	5,306.8	− 1.8	+17.6
Manitoba	776.5	850.0	868.5	+ 2.2	+ 9.5
Saskatchewan	831.7	880.7	912.6	+ 3.6	+ 5.9
Alberta	939.5	1,123.1	1,090.8	− 2.9	+19.5
British Columbia	1,165.2	1,398.5	1,338.5	− 4.3	+20.0
Newfoundland	361.4	415.1	423.5	+ 2.0	+14.9
Total, All Provinces	13,984.3	16,049.3	15,949.9	− 0.6	+14.8

Population Estimates

Our estimates of "families" for Canada follow the United States Census Bureau definition of the family as a "private household". It thus includes all the persons who occupy a house, an apartment, or other group of rooms, or a room that constitutes "separate living quarters." It includes the related family members, and also the unrelated persons, if any, such as lodgers, servants or hired hands, who share the living quarters—also a person living alone, or a group of unrelated persons sharing the same living accommodations as partners.

With one exception, the civil units in Canada are the same as those in the U. S. A., the exception being in Manitoba, Saskatchewan, Alberta and British Columbia, where there are no county names. Instead, each province is divided into divisions, which are synonymous with counties, and readers who wish to prepare market maps of these provinces should request detailed outline maps from the Dominion Bureau of Statistics, Ottawa, Ontario.

However, in the new 1956 Census of Population, results of which have been incorporated here, the D.B.S. revised the definition of divisions in Alberta and cut the number down from 17 to 15. We have made use of the new population estimates in Alberta, but present them in terms of the old 17 division breakdown, in order to preserve comparability with our retail sales data, available only on the basis of the old breakdown.

Results of the 1956 Census of Population

The recent Census of Population, relating to June 1956, revealed a few surprises, though confirming the most important fact of an annual gain of 1% since 1951, about twice as great as the comparable U. S. gain. The provinces of Ontario, Alberta, British Columbia and Newfoundland had gains in excess of the Canadian average, with the Maritime Provinces, Manitoba and Saskatchewan falling behind. The SALES MANAGEMENT estimates published in our 1956 *Survey* reflected these differential gains, but we badly overestimated the gain in Prince Edward Island (which remained practically stationary) and understated somewhat the growth in Alberta and British Columbia. It should be noted, however, that our estimates relate to January 1, 1956 and the D.B.S. to June, 1956.

Canada, despite its vast geographic size, has a far more concentrated population than the U. S. A., and this cuts the cost of sales and advertising. Sales organizations that want to do an intensive local advertising and promotion job can concentrate in Canada's 88 largest cities, which account for 70% of the retail sales volume; whereas in the U. S. A. the 502 largest cities account for only 62% of the retail sales.

Counties are listed in alphabetical order in provinces, and cities are indented under the counties of which they are a part, with city figures shown in contrasting light-face type. Because part of Canada is French-speaking, a column is provided under "Population" for the percentage of population (according to the 1951 Census) which is French-speaking, i.e., persons speaking French only, or French and English. Many marketing authorities agree that the two groups should be added together and considered as the segment of the population which can be reached most effectively by use of the French language.

Retail Sales—
Comparisons of Survey and Canadian Census Data

The release of the results of the 1951 Canadian Census of Population and Retail Sales gave us the first chance in ten years to check the accuracy of *Survey* data. The Census results underlined two points:

First, the magnitude and rapidity of Canadian expansion since 1941, which SALES MANAGEMENT has taken great pains to emphasize, has exceeded that of the United States in the same years.

Second, despite the lack in Canada of the complete and detailed statistical reporting available for the states, counties and cities of the United States, the *Survey of Buying Power* estimates of population and retail sales for Canadian areas have proved to be sufficiently accurate to allow marketing men both here and in Canada to appraise intelligently the potentials of many new and rapidly growing markets.

The Sharp Contrasts

In the period 1941-1951, a decade of unprecedented advance for the United States economy, when population rose 15% and retail sales increased by 177%, the corresponding Canadian population gain was 22% and the gain in retail sales 210%.

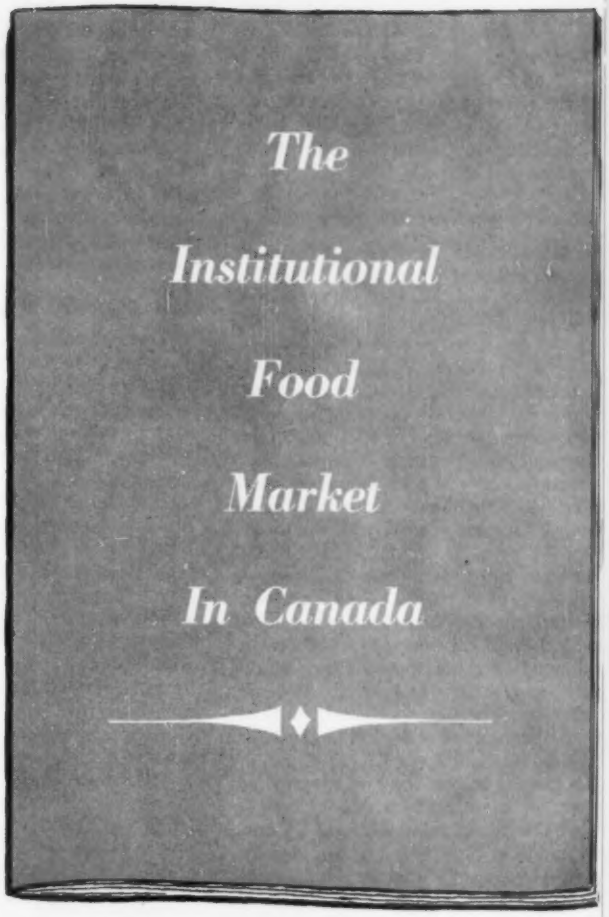
In 1947 SALES MANAGEMENT began its Canadian *Survey of Buying Power* in response to a growing need for current marketing data on Canada that had been intensified by the tremendous economic strides made by Canada during WW II. The latest Canadian Census had been taken in 1941, and the next one was not to be taken until 1952, covering the year 1951, but with no results available until 1953. The paucity of postwar benchmarks presented a challenge to SALES MANAGEMENT, but the know-how and techniques developed on the U. S. A. section were applied to Canada.

How close to the truth were the SALES MANAGEMENT estimates for Canada? Six years ago, in the May, 1951 *Survey of Buying Power*, Canadian population (including the newly added province of Newfoundland), was estimated at 14.0 million as of January 1 of that year. The Census yielded the same figure, but it was not released till two years later.

In the 1952 *Survey*, total Canadian retail sales for the year 1951 were estimated at $10,425 million. This proved to be within 2% of the Census figure released 18 months later. The correspondence is actually closer, for the Dominion Bureau of Statistics' definition of retail sales differs slightly from that of the United States Bureau of the Census, to which all *Survey* estimates are geared, in that garages are included, although the United States practice is to regard garages as belonging to the service trades. Deducting $136 million for such outlets brings the Canadian Census figure down to $10,518 million—so that the *Survey* estimate actually erred by only nine-tenths of one percent! Readers may recall a similar instance in 1951 when the 1948 United States Retail Trade Census reported a national total of $130,527.3

Canadians eat $630,000,000's worth of food Away-from-Home

New Food Market booklet shows "Eating-Out" is big business



EARLIER this year we asked our research people to check thoroughly into the institutional food market in Canada.

Specifically we wanted to find out:
The Size of the Institutional Market; Who Eats Out—and Where; The Proportion of the Food Dollar Spent Away-from-Home; and How Food Suppliers Can Cash In on This Market?

Frankly the results of the survey startled us. We knew this market was growing—but, did you know it had increased 100% since the end of World War II to an annual volume of $636,527,000? Or, did you know that people in British Columbia spend more on eating out than folks elsewhere in Canada?

Restaurants, cafeterias and fish & chip shops get the bulk of the business (58%)—but food sales to hospitals are greater by $3 million than sales to hotels or motels.

10% of Income Spent Eating Out

The average Canadian spends 10% of his income on food eaten away from home. Restaurants get $368,000,000 of it hotels $73,000,000; variety stores nearly $13,000,000 . . . *and hot-dog stands account for about $11,600,000!*

Cashing-In Can Be Profitable

This 28-page booklet on the little-appreciated institutional food business points up sales opportunities to alert processors and suppliers. For example, one chapter lists in detail 7-Reasons-Why it is a profitable market. Elsewhere we explain the increase in "eating-out" and why this trend is booming . . . and how sales of canned and quick-frozen foods might be upped.

Write for FREE Copy of this 28-Page Booklet Today!

To J. Walter Thompson Company Limited, Toronto—Montreal

Please send me, free, my copy of your booklet, "The Institutional Food Market in Canada"

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million, as against the SALES MANAGEMENT estimate published over two years previously, of $130,557.3 million, an "error" of two hundredths of one percent! SALES MANAGEMENT's research men would have been more than satisfied to come within three percent of the truth.

How to Verify Accuracy

Actually, the best way to evaluate the accuracy of the *Survey* estimates, which are annual projections from a previous Census benchmark, is to divide the total error by the number of years between Censuses, for each succeeding year introduces an opportunity for error, which cumulates over the entire period. By and large, the *Survey* estimators hope to keep within a one percent average annual error on all estimates, both for the United States and for Canada. If we maintan an average annual error of one percent, the estimates in this *Survey*, offering 1956 data, would be five years removed from the Census base, and therefore subject to a 5% error.

The change in the structure of retail trade in the period 1941-51 showed some, but not all, of the type of developments reflected in the United States in the same years. As in the United States, the rate of gain for general merchandise stores lagged far behind total retail store sales gains, but, unlike the United States, so did food store sales. General merchandise sales in 1951 accounted for 16.8% of the Canadian total, as against only 11.9% in the United States. The explanation in part reflects the somewhat greater importance in Canada, of the general country store, which is included in general merchandise. This is borne out by the fact that the Canadian food store group only accounts for 21.6% of total sales, as against 24.1% in the United States.

The *Survey* can at best point in the right *direction* and indicate approxi mate size of target.

The techniques employed to adjust DBS Census data on retail sales to a current basis duplicate in general the methods discussed in detail in the introduction to the U. S. *Survey* data. Local data on bank debit movement are related to corresponding data on retail trade change. One added advantage not available for the U. S. is the fact that the DBS estimates retail sales for Canadian provinces on a current basis, whereas in the U. S., the Department of Commerce is not required to maintain current retail sales data on a state level.

The groupings of the five store types are those used by the Dominion Bureau of Statistics and are precisely the same as those used for the Bureau of the Census in Washington. Food includes all stores selling food primarily (groceries, meat markets, delicatessens, candy and dairy stores); the Furniture-Household-Radio includes furniture, drapery, curtain and household furniture stores, household appliance dealers, radio and musical instrument stores. Drugs include sales of drug stores only. Automotive sales cover outlets classed as "vehicle dealers," handling used and new cars, plus parts.

Net Effective Buying Income

The first column under this heading shows in thousands of dollars the Net Effective Buying Income (after payment of income taxes) from all sources such as salaries, wages, dividends and entrepreneurial income, including farm income.

The Dominion Bureau of Statistics provided SALES MANAGEMENT with estimates of personal income (before taxes) for Canada and the provinces (including Newfoundland) for 1955, which were then projected to 1956 and distributed among the various counties and cities according to a formula devised for estimating income for similar U. S. A. civil divisions. (See introduction to U. S. *Survey*, starting on page 11.)

The county and city figures—just as in the case of similar figures for population and retail sales—are further refined to show percent of Canada. Still further refinements are the per capita and per family income figures, straight arithmetical computation derived by dividing total net Effective Buying Income by the number of inhabitants and the number of families.

Sales—Advertising Controls

The next to the last column, "Buying Power Index," is based upon a comparable column in the U. S. A. section which is widely used in setting sales quotas and allocating advertising appropriations.

The last column, "Quality Index," is a measure of the purchasing ability of each county and city, as compared with the Dominion. It is constructed by dividing the percent of Canada potential by the percent of Canada population. The Dominion is the base, 100. This column is designed especially for sales and advertising executives who are considering intensive campaigns in a selected list of above-average counties and cities. Those counties and cities which have an index figure markedly higher than the Dominion (100) are likely to be the ones where intensified promotional campaigns should bring the greatest returns, provided, of course, that the percent of Canada potential column shows that they are important also from the standpoint of quantity.

Metropolitan Area Definitions for Canada

Marketing men have long been seeking a workable metropolitan area concept for Canada that would help focus attention on the relatively small number of urban areas that account for the bulk of Canada's marketing activity. In connection with the 1951 and 1956 Canadian Census of Population, the Dominion Bureau of Statistics has taken a step in this direction by issuing population data for fiffteen officially designated "Census Metropolitan Areas."

The Bureau confined itself to 15 of the larger cities of Canada which have well-defined satellite communities in close economic, geographic and social relationship to the city proper. Population data are available for these areas not only for 1956, 1951 but also for 1941.

The D. B. S. also has established analogous "metropolitan" area definitions for an additional nineteen cities for which "there are adjacent areas with urban characteristics and in which the population of the central city is over 25,000." Unfortunately, the D. B. S. omitted from its designation of these additional urban areas the cities of Regina and Saskatoon, both of which have populations over 50,000, on the grounds that these cities "did not have well-defined satellite communities." Nevertheless, any listing of Canadian metropolitan areas would certainly be incomplete without these two cities, so we have included them in our tabulation.

We present below a tabulation of population data for 1956 for Canadian metropolitan areas, as defined by the D. B. S. (Page 772).

There is, however, one fundamental problem in the use of these metropolitan area definitions, which American marketing men can comment upon out of their own experience. The definitions of the boundaries of the satellite areas follow a population density contour, and therefore cut across corporate, municipal and county lines. These definitions are similar in concept to the "metropolitan districts" of the 1940 United States Census, which were composed of minor civil divisions in and around cities of more than 50,000 inhabitants, having a population density of 150 persons per square mile. In making up these districts, it was sometimes decided to include a few less densely populated civil divisions on the basis of special qualifications. In other cases, only a portion of a minor civil division was included if the division had a large area and the principal concentration of population was in a small section in or near the central city, with the

(*Continued on page 772*)

How the STAR WEEKLY cuts your selling costs in Canada

- With this one publication you get low-cost advertising coverage of every English-speaking market.
- In every province, rural or urban, any income group, one out of three English-speaking families reads the Star Weekly. The Star Weekly by itself gives you basic coverage *everywhere*. That's saving #1.
- Saving #2 is the Star Weekly's low cost per 1000 circulation. The advertiser saves when readers pay their full share of publication costs (the Star Weekly sells for 15¢ cash).
- And, as you know, the Star Weekly rotogravure printing means fine reproduction *without* plate costs.
- Call your nearest Star Weekly representative to learn why the Star Weekly is "the first buy" among Canadian media.



THE STAR WEEKLY • 80 King Street West, Toronto, Canada
Montreal advertising Office: 660 St. Catherine St. West

U.S. Representative: Ward Griffith Company, Inc. New York, Chicago, Detroit, Atlanta, Boston San Francisco, Philadelphia, Portland Ore., Charlotte N.C.

Summary of Data for Metropolitan County Areas

See explanation of SM definitions, page 768

AREAS	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROL	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
NOVA SCOTIA																		
Halifax (Halifax County)	201.5	1.2396	47.2	8.3	217,506	1.0942	1,079	4,608	170,253	1.2045	3,607	37,288	35,531	6,921	27,624	3,866	1.1564	93
Sydney-Glace Bay (Cape Breton County)	126.0	.7751	27.1	9.3	124,594	.6268	989	4,598	93,805	.6636	3,461	28,961	12,915	4,612	14,804	1,564	.6575	86
NEW BRUNSWICK																		
Moncton (Westmoreland County)	86.0	.5290	18.6	42.8	93,756	.4716	1,090	5,041	75,467	.5339	4,057	13,727	19,693	3,253	13,580	1,567	.5018	95
St. John (St. John County)	82.1	.5051	19.9	10.4	90,176	.4537	1,098	4,531	77,256	.5466	3,882	18,681	9,595	4,296	12,076	2,487	.4919	97
QUEBEC																		
Montreal (Montreal, Jesus Island, Chambly Counties)	1,713.9	10.5434	432.4	66.2	2,213,519	11.1354	1,292	5,119	1,681,898	11.9698	3,913	452,966	238,094	84,748	229,875	40,456	11.2673	107
Quebec (Quebec & Levis Counties)	339.5	2.0686	70.1	94.2	369,653	1.8596	1,089	5,273	256,223	1.8126	3,655	70,826	37,063	11,793	43,271	6,859	1.8913	91
Sherbrooke (Sherbrooke County)	71.4	.4392	16.9	81.0	79,480	.3997	1,113	4,702	57,831	.4091	3,422	16,483	2,589	5,740	9,916	1,343	.4104	93
Shawinigan Falls-Trois Rivieres (St. Maurice County)	102.9	.6330	21.7	95.1	110,941	.5581	1,078	5,112	89,119	.6305	4,107	22,811	7,982	4,744	12,853	1,289	.5948	94
ONTARIO																		
Brantford (Brant County)	78.5	.4829	21.8	2.4	101,037	.5083	1,287	4,635	78,243	.5536	3,589	16,062	5,858	4,338	13,916	1,422	.5168	107
Fort William-Port Arthur (Thunder Bay County)	124.6	.7665	31.9	8.3	167,178	.8410	1,342	5,241	110,549	.7821	3,465	26,539	20,355	2,585	20,262	1,999	.8084	105
Guelph (Wellington County)	76.6	.4712	20.7	1.9	91,856	.4621	1,199	4,437	66,019	.4882	3,334	13,929	4,550	2,971	13,133	1,490	.4718	100
Hamilton (Wentworth County)	321.2	1.9759	85.0	3.1	512,460	2.5780	1,595	6,029	316,988	2.2427	3,729	66,694	36,853	14,178	53,254	9,423	2.3570	119
Kingston (Frontenac County)	77.6	.4774	18.9	6.5	97,367	.4899	1,255	5,152	68,068	.4817	3,603	15,857	6,463	3,990	10,620	1,963	.4849	102
Kitchener (Waterloo County)	151.1	.9295	38.8	2.9	196,322	.9877	1,299	5,060	151,807	1.0740	3,913	29,443	10,627	8,686	27,020	2,513	1.0020	108
London (Middlesex County)	193.8	1.1922	53.5	2.3	276,295	1.3899	1,426	5,164	193,348	1.3679	3,614	38,585	19,215	12,212	34,536	5,496	1.3437	113
Oshawa (Ontario County)	110.6	.6804	30.3	2.7	143,480	.7218	1,297	4,735	99,134	.7013	3,272	23,738	7,534	3,678	20,678	2,232	.7074	104
Ottawa (Carleton County, Ontario & Hull County, Quebec)	398.4	2.4509	95.1	43.9	594,457	2.9906	1,492	6,251	323,326	2.2875	3,400	81,937	48,385	12,144	45,784	8,256	2.6717	109
Peterborough (Peterborough County)	68.7	.4226	18.0	3.7	86,553	.4355	1,260	4,809	72,394	.5121	4,022	16,772	7,304	3,791	11,510	1,733	.4559	108
St. Catherines (Lincoln County)	113.9	.7007	31.6	4.2	162,385	.8169	1,426	5,139	107,331	.7593	3,397	25,391	8,615	6,612	19,806	2,472	.7764	111
Sarnia (Lambton County)	91.5	.5629	25.5	6.7	122,674	.6171	1,341	4,811	80,306	.5681	3,149	18,918	7,935	5,080	16,114	1,642	.5915	105
Sault Ste. Marie (Algoma County)	83.8	.5155	19.9	16.8	111,677	.5618	1,333	5,612	74,581	.5276	3,748	23,638	8,305	2,060	10,977	1,739	.5423	105
Sudbury (Sudbury County)	145.3	.8938	32.7	40.8	225,813	1.1359	1,554	6,906	119,704	.8469	3,661	33,897	17,110	5,275	20,118	2,154	1.0008	112
Toronto (York County)	1,466.1	9.0191	375.8	2.8	2,485,903	12.5056	1,696	6,615	1,770,276	12.5244	4,711	340,188	275,741	77,228	281,625	53,007	11.8139	131
Windsor (Essex County)	249.9	1.5373	67.0	21.9	410,068	2.0629	1,641	6,120	231,850	1.6403	3,460	54,774	17,293	17,861	35,998	6,369	1.8310	119
MANITOBA																		
Winnipeg (Division 6 and Division 9)	446.7	2.7481	125.0	8.5	575,883	2.8971	1,289	4,607	435,338	3.0799	3,483	90,737	114,559	16,312	58,047	11,238	2.9221	106
SASKATCHEWAN																		
Regina (Division 6)	134.7	.8287	36.8	4.2	196,694	.9906	1,475	5,399	170,604	1.2069	4,636	24,016	48,436	4,313	25,334	3,437	1.0276	124
Saskatoon (Division 11)	104.6	.6434	29.4	3.4	175,694	.8869	1,709	6,075	101,947	.7213	3,468	17,896	16,201	4,293	19,763	3,542	.7945	123
ALBERTA																		
Calgary (Division 6)	256.9	1.5804	74.5	3.3	366,751	1.8449	1,428	4,923	329,186	2.3290	4,419	50,835	66,792	16,727	50,873	7,017	1.9373	123
Edmonton (Division 11)	311.0	1.9131	82.9	6.8	435,894	2.1928	1,402	5,258	346,520	2.4516	4,180	50,302	78,359	15,608	67,258	7,522	2.2145	116
BRITISH COLUMBIA																		
Vancouver (Division 4)	779.7	4.7965	232.9	3.5	1,201,176	6.0427	1,541	5,157	949,616	6.7184	4,077	153,399	176,634	38,717	209,410	23,589	5.9982	125
Victoria (Division 5)	260.4	1.6019	78.5	2.9	395,473	1.9895	1,519	5,038	257,510	1.8218	3,280	46,374	51,844	9,622	52,506	5,077	1.8616	116
NEWFOUNDLAND																		
St. John's (Division 1)	420.3	2.5856	80.8	2.7	283,991	1.4287	676	3,515	219,815	1.5609	2,720	50,960	94,334	4,558	20,619	2,292	1.6998	66
Total SM Metropolitan County Areas	9,189.2	56.5295	2,361.2	23.8	12,721,688	63.9983	1,384	5,388	9,189,330	65.0181	3,892	1,974,624	1,512,744	416,948	1,512,960	225,054	62.8105	111

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in Canada . . . retail sales in our markets are greater than those of Buffalo, Albany, Rochester, Syracuse and Schenectady combined!

When you advertise in the 8 Southam Newspapers your message reaches *and influences* more than 1,550,000 readers *daily* in an over 2 BILLION, 248 MILLION dollar retail sales market! That's a retail market greater than that of five New York State cities *combined*—and it's *too big a market to miss.*

Just remember in reaching this market, no other single advertising medium can compare with the phenomenal selling power of the 8 Southam Newspapers. As the favourite local papers they *create the most interest—get the best results.*

So if you would like your share of this valuable Canadian market, you can have it—but *only* through the 8 Southam Newspapers.

F4915A

YOU GET **ACTION** WHEN YOU ADVERTISE IN

THE SOUTHAM NEWSPAPERS

OTTAWA Citizen · **HAMILTON** Spectator · **NORTH BAY** Nugget · **WINNIPEG** Tribune

CALGARY Herald · **MEDICINE HAT** News · **EDMONTON** Journal · **VANCOUVER** Province

UNITED STATES REPRESENTATIVE
Cresmer & Woodward Inc. (Can. Div.)
New York, Detroit, Chicago,
San Francisco, Los Angeles, Atlanta

MONTREAL

Canada's largest urban market—seventh on the continent . . . More homes, more consumers, more retail outlets than any Canadian city—a two-language market of over 1,600,000 population.

In English Montreal, The Star is a "must" on your schedule!

Advertisers get power-packed selling in The Star because *only* The Star delivers near-saturation coverage of Montreal's important English market. The Star is family read, in the evening, in the sales responsive atmosphere of the home. And The Star backs its coverage with *practical* merchandising services.

MORE retail, general, classified, automotive, food and department store advertising than any paper in Montreal's English field.

The Star leads ALL Canadian daily newspapers in volume of general advertising!

The Montreal Star

Represented nationally by O'Mara and Ormsbee Inc.

(*Continued from page 768*)

more remote sections being sparsely settled. In such cases, the unit considered was not the minor civil division, but component enumeration districts. A metropolitan district was thus not a political unit, but rather an area including all of the thickly settled territory in or around a city or group of cities, and it tended to be a more or less integrated area with common economic, social, and often, but not always, administrative interests.

However, it was this lack of administrative interests that proved to be the Achilles heel of the definition. In the years since the 1940 metropolitan districts were established, there has been very little, if any, major marketing use made of these district definitions. The reason is that the boundary definitions were so complicated and detailed that it proved impossible to secure sales data for these areas without investing a huge research effort. Consequently, these essentially unworkable metropolitan district definitions were soon scrapped and replaced by a metropolitan *county* area concept, which, in the United States, has proved to be quite successful.

The general concept adopted is one of an integrated economic unit with a large volume of daily travel and communication between the central city and outlying parts of the area.

The application of these principles has finally yielded 166 metropolitan areas in the U. S. defined along county lines, which have been enthusiastically and universally accepted by marketing experts, distributors, advertising agencies, manufacturers, etc. . . . for the comparison of sales performance in the U. S. key markets.

Now, in passing over from the metropolitan district concept to the metropolitan county concept, it was frequently found necessary to include large land areas, often sparsely settled, which would not really be regarded as urban in character. Yet, it was felt that the distortions introduced in the final data were not great enough to outweigh the advantages growing out of the use of the simple county definition.

Over the past two years, the SALES MANAGEMENT research staff has been consulting with various Canadian marketing experts on the advisability of establishing metropolitan area definitions for Canada that would follow county lines. Enough interest (along with some skepticism) was expressed for us to decide to go ahead. Accordingly, we present our definitions of 32 major Canadian metropolitan areas, defined on county lines.

In only four areas (Montreal, Que-

Population Growth, 1951 to 1956, for Canadian Metropolitan Areas

(As defined by Dominion Bureau of Statistics)

	POPULATION (Thousands)		CHANGE 1956
	1956	1951	1951
NOVA SCOTIA			
Halifax	159.7	133.9	+19.3
NEW BRUNSWICK			
St. John	85.1	78.3	+ 8.7
QUEBEC			
Montreal	1,595.3	1,395.4	+14.3
Quebec	301.1	274.8	+ 9.6
ONTARIO			
Hamilton	325.6	272.3	+19.6
London	153.5	129.0	+19.0
Ottawa	335.5	292.6	+14.7
Toronto	1,347.9	1,117.5	+20.6
Windsor	184.6	163.6	+12.8
MANITOBA			
Winnipeg	409.7	354.1	+15.7
ALBERTA			
Calgary	196.2	140.6	+39.5
Edmonton	248.9	173.7	+43.3
BRITISH COLUMBIA			
Vancouver	658.8	562.0	+17.2
Victoria	123.0	108.3	+13.6
NEWFOUNDLAND			
St. John's	77.8	67.3	+15.3
Total DBS Metropolitan Areas	6,201.9	5,263.3	+17.8
CANADA	16,049.3	13,984.3	+14.8



how to pile up sales in CANADA

Canada is a Newspaper country:

In the booming markets of Canada, the most dynamic selling-force is the daily newspaper. In 23 of these rich markets, this means a Thomson newspaper. In such flourishing, expanding cities as Vancouver, Sarnia, Sudbury, Guelph, Quebec, to mention only a few, a progressive Thomson newspaper is published.

It takes teamwork to pile up sales and when you put your advertising dollars in the Thomson newspapers the aid of their skilled merchandising services is available to you. These services, helping you bring your advertising dollar right to the point-of-purchase, include hookers and tie-in ads, cards or letters to the trade, display material, distribution checks, retailer reaction checks, colour advertising, special market data upon request and the introduction of manufacturer's sales force to retailers.

Thomson Newspapers are your most powerful ally in selling these markets because each of them stands out as a leading influence in its respective community. They are local papers, therefore national advertising placed in them will automatically take on a local flavour, increasing its interest and importance to the local consumer. Their staffs are neighbours and friends of the person in whom you are vitally interested—the local retailer, and will exert their influence to secure all of the merchandising help necessary to assure the success of your advertising. The Thomson Newspapers in Canada will create sales for you.

Thomson Newspapers

NATIONAL SALES OFFICES

44 King St. West, Toronto — 225 Shell Tower, Montreal — 63 Fleet St., London, E.C.4. England

Charlottetown Guardian • Quebec Chronicle-Telegraph • Brampton Conservator • Chatham Daily News • Galt Evening Reporter • Guelph Daily Mercury • Kirkland Lake Northern News • Oakville Journal • Orillia Daily Packet & Times • Oshawa Times-Gazette • Pembroke Observer • Port Arthur News Chronicle • Sarnia Observer • Sudbury Daily Star • Timmins Daily Press • Welland Tribune • Woodstock Sentinel-Review • Moose Jaw Times Herald • Prince Albert Daily Herald • Kelowna Courier • Nanaimo Free Press • Penticton Herald • Vancouver Herald. • **Edinburgh, Scotland** — The Scotsman • The Weekly Scotsman • The Evening Despatch. • **London, England** — Canada Weekly Review. • **St. Petersburg** — Florida Independent.

Big, Growing, Receptive—
This FRENCH
Farm Family Market

In Eastern Canada, hundreds of thousands of prosperous farm people speak, read, think French. They take in one-fifth of the total Canadian farm income, plus big-family Family Allowances, plus take-home pay for family members employed in local industry. They have recently experienced a sharp upsweep in income, in living standards, in outlook. In contrast to all other farm groups they are increasing in number, and number of farms. This FRENCH farm family market is big, growing, and receptive.

No. 1 FRENCH
Farm Publication
La FERME

La FERME is No. 1 in **circulation** among French farm publications—now guarantees 175,000.

La FERME is No. 1 in circulation **gains** —from June 30, 1951, to June 30, 1956, it gained 33,769 while second French farm publication lost 5,434.

La FERME is No. 1 in **mail** subscriptions, and in **freedom from arrears** (carries **no** arrears).

La FERME is No. 1 in advertising **linage gains.** Elliott-Haynes report shows **highest** gains for 1956 over 1955 of **any** Canadian monthly farm publication, English **or** French.

High circulation and low rate (only $1.40 per line) make La FERME your ideal medium for developing this big, growing, and receptive market. And if unfamiliarity with language, background and customs bothers you, consult La FERME. Its experienced staff knows this market from the grassroots up, and down! Furthermore, this same staff will turn your ads into real farm French, free of charge.

La FERME

Director of Advertising
Walter G. Blennerhassett
909 Mt. Royal E., Montreal
Lafontaine 6-3327
Ontario Manager: Geo. K. O'Brien
47 Dundonald St., Toronto—Walnut 2-9147

bec, Ottawa and Winnipeg) was it necessary to include counties other than the parent county. By and large, with the exception of St. John, N. B., the population totals included in the metropolitan county areas are greater than the population totals of the metropolitan areas as defined by the D. B. S.

The largest divergence occurs with respect to Victoria, for which the county definition (Division 5 in B. C.) covers about twice as many people as are in the D. B. S. definition of the Victoria metropolitan area.

It must be noted that these county definitions are offered with great caution, for there are some problems involved in their use. County lines in Canada are in some cases drawn in a rather misleading way from the standpoint of their use as self-contained market areas. For example, counties in Quebec on the north shore of the St. Lawrence River are long narrow strips, running north of the river. Thus, the county of St. Maurice includes the two separate areas of Shawinigan Falls and Trois Rivieres. Much of the trade in the latter city is associated with part of Champlain County and Nicolet County across the St. Lawrence. Subsequent examination by Canadian marketing experts might result in the inclusion of Nicolet County along with St. Maurice County as the metropolitan area for the multiple city market of Shawinigan Falls-Trois Rivieres.

Another difficulty is found in the definition of the Winnipeg market as including all of Division 6 (Manitoba), which means the inclusion of nearly 30,000 persons in the rich farming area of the Portage Plains and the Red River Valley. Similar difficulties affect other metropolitan areas where the use of county lines requires departure from a strictly urban concept. Whether or not these departures are considered too large can be ultimately answered only by Canadian marketing experts. We offer these definitions principally to stimulate thinking on the part of Canadians on a vital marketing problem. We can say this, however, that these Canadian county definitions will probably be used by Americans familiar with the usefulness of the concept who wish to assemble Canadian data comparable to that available for the U. S.

Typical Applications of the Canadian Survey

The specific uses to which the Canadian *Survey* is put run parallel to those reported in a recent survey of nearly 800 companies who were asked to tell us how they use the SALES MANAGEMENT *Survey of Buying Power*, including all sections.

In the order of importance, these various uses are:

1. Choosing city markets for more intensive cultivation.
2. Fixing quotas of salesmen.
3. Allocation of advertising funds between market.
4. Changing the size of the advertising budget according to the task to be accomplished.
5. Deciding whether or not market potentials justify introducing a new item.
6. Dealer promotion—to show them their potentials.
7. Deciding on the number of salesmen to be employed.
8. Choice of specific advertising media (new).
9. Deciding on location of new sales branches, retail outlets, or factories.
10. Changing amounts to be allocated to media previously used.

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in CANADA...Things are different

★ Weekend Magazine has over 1,450,000 circulation every week — equivalent to 21,000,000 in the United States.

★ Weekend Magazine has 50% more circulation than any other publication in Canada.

★ Weekend Magazine reaches two out of three English speaking urban homes in Canada.

★ Advertisers invest 65% more dollars in Weekend Magazine than in any other magazine in Canada.

Weekend
MAGAZINE

OVER 1,450,000 CIRCULATION

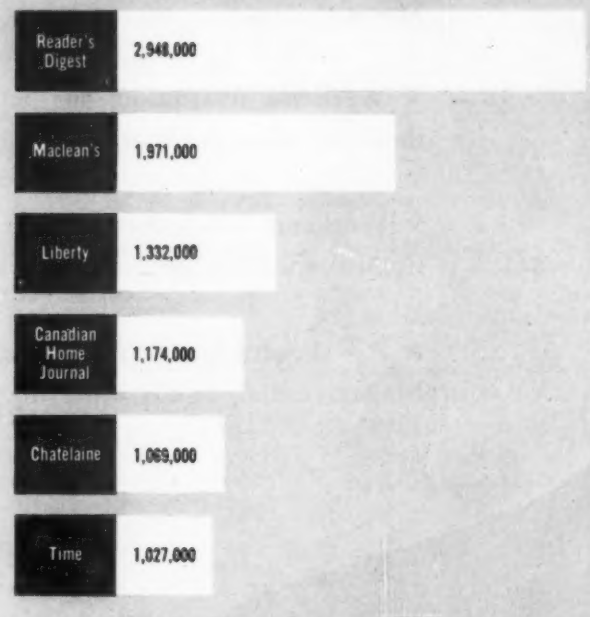
The biggest single selling force in CANADA

Buy the
LARGEST Magazine Audience

Every issue of the Digest reaches 2,948,000 readers. This is 50% more readers than the next magazine. In addition, the Digest offers these further advantages.

- 2,729,000 readers in the A, B and C economic groups. 52% more than the next magazine.
- 1,440,000 women readers. More women readers than the combined unduplicated audience of the two women's magazines.
- 1,508,000 male readers. Over 46% more than the next largest magazine.

These factors added to the faith and believability that readers have in its articles and advertising make the Digest an action producing advertising medium.



Total Audience, 15 years and over (Source: C.A.R.F. 1952 data. Projections to reflect current circulations).

Canada's BASIC advertising medium

Whatever your product or service, you'll sell more through the pages of Reader's Digest.



The Reader's Digest Association (Canada) Limited
44 King Street West, Toronto • 1015 Beaver Hall Hill, Montreal

Summary of All Canadian Data by Provinces

PROVINCES	POPULATION ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME ESTIMATES—1956				RETAIL SALES—1956 ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Prince Edward Island	99.3	.6108	21.8	15.7	70,604	.3551	711	3,239	72,145	.5103	3,309	12,201	23,632	906	13,691	1,241	.4528	74
Nova Scotia	699.9	4.3056	168.6	11.2	640,700	3.2232	915	3,800	524,757	3.7117	3,112	120,132	106,238	19,663	104,869	10,422	3.5862	83
New Brunswick	558.6	3.4364	119.4	38.6	474,454	2.3868	849	3,974	386,903	2.7368	3,240	79,551	81,356	15,702	80,729	6,878	2.7017	78
Quebec	4,686.5	28.8300	1,034.6	81.7	5,024,101	25.2743	1,072	4,856	3,287,832	23.2583	3,176	868,850	475,032	160,880	511,632	63,334	25.3806	88
Ontario	5,485.3	33.7441	1,437.5	10.2	7,828,821	39.3839	1,427	5,446	5,416,426	38.3185	3,768	1,165,513	884,263	240,562	945,326	136,649	37.9363	112
Manitoba	857.6	5.2757	237.3	6.4	906,707	4.8632	1,127	4,074	702,638	4.9711	2,961	130,885	173,164	21,257	103,949	16,530	4.9781	94
Saskatchewan	885.3	5.4482	237.8	6.1	1,088,333	5.4750	1,229	4,577	811,472	5.7410	3,412	113,421	161,489	17,391	165,270	18,837	5.5491	102
Alberta	1,141.5	7.0222	313.0	5.9	1,435,820	7.2230	1,258	4,587	1,148,713	8.1289	3,670	163,336	219,990	44,842	246,599	24,173	7.4540	106
British Columbia	1,421.3	8.7434	418.9	3.8	2,064,718	10.3686	1,453	4,929	1,563,921	11.0645	3,733	273,931	292,281	55,866	343,283	34,794	10.2814	117
Newfoundland	420.3	2.5858	80.8	2.7	283,991	1.4287	676	3,515	219,815	1.5609	2,720	50,960	94,334	4,558	20,619	2,292	1.6998	86
Total All Provinces	16,255.6	1000000	4,069.7	30.5	19,878,249	1000000	1,223	4,884	14,134,622	1000000	3,473	2,996,580	2,290,759	581,627	2,535,967	316,860	100.0000	100

PRINCE EDWARD ISLAND

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (*in thousands*) — County

Charlottetown..... 16.5.....Queens
Summerside..... 7.2.....Prince

Kings	17.8	.1095	4.1	7.4	10,326	.0519	580	2,519	9,900	.0700	2,415	1,438	4,501	37	1,589	175	.0688	63
Prince	38.0	.2337	8.2	26.7	23,041	.1159	606	2,810	28,794	.2037	3,511	3,986	12,000	76	5,656	446	.1658	71
Summerside	7.2	.0443	1.7	...	6,697	.0337	930	3,939	16,455	.1164	.....	1,579	5,725	54	4,427	375	.0606	137
Queens	43.5	.2676	9.5	9.6	37,237	.1873	856	3,920	33,451	.2366	3,521	6,777	7,131	793	6,146	620	.2182	82
Charlottetown	16.5	.1015	3.7	...	16,320	.0821	989	4,411	25,752	.1822	.....	4,748	3,956	647	4,985	620	.1160	114
Total Above Cities	23.7	.1458	5.4	...	23,017	.1158	971	4,262	42,207	.2986	.....	6,327	9,681	701	9,412	995	.1766	121
Province Total	99.3	.6108	21.8	15.8	70,604	.3551	711	3,239	72.145	.5103	3,309	12,201	23,632	906	13,691	1,241	.4528	74
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	726	.....	.....	123	238	9	138	13	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	3,309	.....	.....	560	1,084	42	628	57	.....	.....

NOVA SCOTIA

City and Population (*in thousands*) — County

Amherst..... 10.2.....Cumberland
Dartmouth..... 20.5.....Halifax
Glace Bay..... 24.0.....Cape Breton
Halifax..... 91.4.....Halifax
Kentville..... 4.9.....Kings
New Glasgow..... 9.8.....Pictou
Sydney..... 31.8.....Cape Breton
Truro..... 12.2.....Colchester
Yarmouth..... 8.0.....Yarmouth

Annapolis	21.7	.1335	5.5	5.4	20,306	.1022	936	3,692	14,082	.0996	2,560	2,597	2,876	753	3,468	382	.1078	81
Antigonish	13.2	.0812	2.6	22.4	8,917	.0448	676	3,430	11,043	.0781	4,247	965	2,005	.....	3,428	124	.0621	78
Cape Breton	126.0	.7751	27.1	9.3	124,594	.6268	989	4,596	93,805	.6636	3,461	28,961	12,915	4,612	14,804	1,584	.6675	86
Glace Bay	24.0	.1476	4.7	...	20,434	.1028	851	4,348	19,347	.1369	.....	5,922	3,383	1,082	2,560	312	.1220	83
Sydney	31.8	.1956	6.2	...	35,783	.1800	1,125	5,771	42,925	.3037	.....	10,586	3,818	2,912	9,328	721	.2202	113
Colchester	34.9	.2147	8.9	3.1	32,675	.1654	942	3,694	30,187	.2135	3,392	5,494	4,415	667	8,030	616	.1897	88
Truro	12.2	.0751	3.1	...	13,180	.0663	1,080	4,252	21,606	.1529	.....	2,781	1,297	549	5,938	446	.0940	125
Cumberland	39.6	.2436	10.5	10.5	30,295	.1524	765	2,885	31,589	.2232	3,008	7,170	5,825	880	9,325	651	.1919	79
Amherst	10.2	.0627	2.3	...	8,674	.0436	850	3,771	16,229	.1148	.....	3,058	1,880	427	6,315	293	.0688	110
Digby	19.8	.1218	5.1	47.3	16,406	.0825	829	3,217	14,615	.1034	2,866	2,865	3,391	716	4,401	165	.0966	79
Guysborough	13.8	.0849	3.3	10.7	10,271	.0517	744	3,112	4,817	.0340	1,460	1,381	1,873	.....	574	48	.0530	62

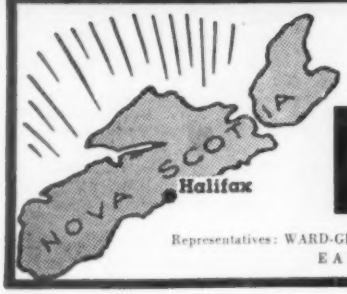
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Before using these figures read foreword, page 765

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

HALIFAX is one of the 6 Major Cities in Canada With Newspapers Over 100,000 A.B.C.



In planning your schedules you will want to have this market on your "A" list. The Halifax combination gives you complete coverage of the metropolitan area, and majority coverage of the whole retail trading area (N. S. Mainland). Cover this market effectively . . . economically . . . with

THE HALIFAX CHRONICLE-HERALD and THE HALIFAX MAIL-STAR

Representatives: WARD-GRIFFITH & CO. INC. Principal Cities in U.S.A. and E A WILLIAMS, Toronto-Montreal

A. B. C. 106,500 Daily

NOVA SCOTIA

SM = SALES MANAGEMENT estimates

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57 Total (thousands)	% of Canada	Families (thousands)	% French Speaking	NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956 Dollars (000)	% of Canada	Per Capita	Per Family	RETAIL SALES—1956 SM ESTIMATES Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	SALES, ADV. CONTROLS Buying Power Index	Quality Index
Halifax	201.5	1.2396	47.2	8.3	217,506	1.0942	1,079	4,608	170,253	1.2045	3,607	37,288	35,531	6,921	27,624	3,896	1.1564	93
Dartmouth	20.5	.1261	4.6	...	23,962	.1205	1,169	5,209	21,043	.1489	.....	5,930	652	777	5,989	493	.1301	103
Halifax	91.4	.5623	19.5	...	109,222	.5495	1,195	5,601	132,188	.9352	.....	24,000	31,369	6,059	18,611	3,146	.6678	119
Hants	25.1	.1544	6.2	1.9	21,163	.1065	843	3,413	17,061	.1207	2,752	3,188	5,428	254	4,401	370	.1203	78
Inverness	18.2	.1120	4.1	26.1	10,306	.0518	566	2,514	10,039	.0710	2,449	1,510	5,467	193	745	106	.0696	62
Kings	38.3	.2356	9.8	3.9	31,534	.1586	823	3,218	25,387	.1796	2,591	5,025	5,460	879	5,853	452	.1803	77
Kentville	4.9	.0301	1.1	...	4,335	.0218	885	3,941	9,137	.0646	.....	1,719	1,123	460	1,608	240	.0363	121
Lunenburg	34.3	.2110	9.4	8.6	30,668	.1543	894	3,263	23,858	.1687	2,538	4,616	4,610	901	5,999	507	.1700	81
Pictou	44.6	.2744	11.6	6.4	38,068	.1915	854	3,282	36,509	.2582	3,147	9,904	3,704	1,723	7,955	997	.2281	83
New Glasgow	9.8	.0603	2.3	...	9,854	.0496	1,006	4,284	20,373	.1441	.....	3,588	1,672	1,524	5,703	363	.0801	133
Queens	12.8	.0787	3.3	5.8	11,164	.0562	782	3,383	9,470	.0669	2,870	2,408	1,704	170	2,026	159	.0639	81
Richmond	11.0	.0677	2.8	57.7	6,893	.0347	627	2,757	4,840	.0342	1,936	1,031	2,109	.....	869	.....	.0412	61
Shelburne	14.6	.0898	3.7	2.5	9,499	.0478	651	2,567	7,735	.0547	2,091	1,754	2,949	140	1,555	164	.0582	65
Victoria	8.2	.0504	2.0	3.6	4,891	.0246	596	2,446	3,787	.0267	1,894	844	1,708	.....	880	.....	.0304	60
Yarmouth	22.3	.1372	5.8	41.2	15,344	.0772	688	2,646	15,710	.1111	2,709	3,321	3,468	852	3,012	277	.0994	72
Yarmouth	8.0	.0492	2.0	...	7,228	.0364	904	3,614	12,393	.0877	.....	2,176	2,176	852	2,709	277	.0544	111
Total Above Cities	212.8	1.3090	45.8	...	232,672	1.1705	1,093	5,080	295,241	2.0888	.....	59,760	47,377	14,642	58,761	6,291	1.4737	113
Province Total	**699.9**	**4.3056**	**168.6**	**11.4**	**840,700**	**3.2232**	**915**	**3,800**	**524,757**	**3.7117**	**3,112**	**120,132**	**105,238**	**19,663**	**104,869**	**10,422**	**3.5862**	**83**
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	750	.....	.....	750	150	28	150	15	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	3,112	.....	.....	713	624	117	622	62	.....	.....

NEW BRUNSWICK

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (in thousands) / County					City and Population (in thousands) / County					City and Population (in thousands) / County								
Fredericton 19.0 / York					Moncton 35.8 / Westmorland					St. John 52.0 / St. John								
Albert	11.0	.0677	2.7	1.9	8,907	.0448	810	3,299	3,482	.0246	1,290	1,274	924	75	587	73	.0433	64
Carleton	23.2	.1427	5.7	2.9	16,362	.0823	705	2,871	18,211	.1288	3,195	2,568	3,307	727	5,447	391	.1083	76
Charlotte	24.4	.1501	6.3	5.4	17,185	.0864	704	2,728	19,395	.1372	3,079	4,605	4,084	740	3,875	555	.1144	76
Gloucester	64.8	.3986	10.9	86.3	41,195	.2073	636	3,779	28,014	.1840	2,387	5,059	10,392	658	3,552	262	.2386	60
Kent	27.6	.1698	5.1	80.9	14,894	.0749	540	2,920	8,714	.0616	1,709	1,383	3,797	157	1,789	104	.0899	53
Kings	24.4	.1501	6.4	2.7	18,932	.0952	776	2,958	13,306	.0942	2,079	2,632	3,768	234	2,891	338	.1059	71
Madawaska	37.2	.2289	6.2	93.8	31,898	.1605	857	5,145	17,298	.1224	2,790	3,776	2,808	620	3,651	358	.1627	71
Northumberland	47.6	.2928	9.5	30.2	28,927	.1455	608	3,045	27,501	.1945	2,895	5,449	6,833	1,147	6,519	481	.1897	65
Queens	12.8	.0787	3.2	7.9	9,052	.0456	707	2,829	9,032	.0638	2,823	2,013	2,348	124	3,075	80	.0576	73
Restigouche	40.1	.2467	7.3	66.6	39,192	.1971	977	5,369	27,132	.1919	3,717	6,002	4,523	1,185	6,173	486	.2055	83
St. John	82.1	.5051	19.9	10.4	90,176	.4537	1,098	4,531	77,256	.5466	3,882	18,681	9,595	4,296	12,076	2,487	.4919	97
St. John	52.0	.3199	13.9	...	59,739	.3005	1,149	4,298	70,533	.4990	.....	15,997	9,280	4,129	10,290	2,420	.3639	114
Sunbury	10.7	.0658	2.3	21.8	7,286	.0366	681	3,166	3,063	.0216	1,332	879	832	67	501	58	.0379	58
Victoria	19.1	.1175	4.1	38.8	12,099	.0609	633	2,951	13,559	.0959	3,307	2,839	2,426	254	3,656	242	.0827	70
Westmoreland	86.0	.5290	18.6	42.8	93,758	.4716	1,090	5,041	75,467	.5339	4,057	13,727	19,693	3,253	13,580	1,567	.5018	95
Moncton	35.8	.2202	8.9	...	46,494	.2339	1,299	5,224	55,631	.3936	.....	7,768	16,160	2,671	10,042	1,221	.2791	127
York	47.6	.2929	11.2	4.8	44,591	.2244	937	3,981	47,473	.3358	4,239	8,664	6,228	2,185	13,557	1,098	.2715	93
Fredericton	19.0	.1169	5.3	...	22,978	.1156	1,209	4,335	36,811	.2604	.....	5,565	2,008	1,891	11,745	996	.1593	136
Total Above Cities	106.8	.6570	28.1	...	129,211	.6500	1,210	4,598	162,975	1.1530	.....	29,330	27,448	8,691	32,077	4,627	.8023	122
Province Total	**558.6**	**3.4364**	**119.4**	**38.6**	**474,454**	**2.3868**	**849**	**3,974**	**386,903**	**2.7368**	**3,240**	**79,551**	**81,356**	**15,702**	**80,729**	**9,578**	**2.7017**	**79**
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	693	.....	.....	142	146	28	144	15	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	3,240	.....	.....	668	681	132	676	72	.....	.....

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Before using these figures read foreword, page 765

NEWFOUNDLAND, PRINCE EDWARD ISLAND, NOVA SCOTIA and NEW BRUNSWICK



NEWFOUNDLAND

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (*in thousands*)	County
St. John's..... 59.1	Newfoundland

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Newfoundland	420.3	2.5856	80.8	2.7	283,991	1.4287	676	3,515	219,815	1.5609	2,720	50,960	94,334	4,558	20,619	2,292	1.6998	66
St. John's	59.1	.3636	11.7	...	55,844	.2809	945	4,773	93,433	.6610	.....	17,879	25,890	1,960	13,426	1,503	.4115	113
Total Above Cities	59.1	.3636	11.7	...	55,844	.2809	945	4,773	93,433	.6610	.....	17,879	25,980	1,960	13,426	1,503	.4115	113
Province Total	420.3	2.5856	80.8	2.7	283,991	1.4287	676	3,515	219,815	1.5609	2,720	50,960	94,334	4,558	20,619	2,292	1.6998	66
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	523	.....	.....	121	224	11	49	5	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	2,720	.....	.....	631	1,167	56	255	28	.....	.....

QUEBEC

City and Population (*in thousands*)	County	City and Population (*in thousands*)	County	City and Population (*in thousands*)	County
Chicoutimi..... 40.2	Chicoutimi	Outremont..... 28.3	Mont'l & Jesus Isls.	Sherbrooke..... 59.2	Sherbrooke
Drummondville..... 26.5	Drummond	Quebec..... 167.3	Quebec	Sorel..... 17.1	Richelieu
Granby..... 26.3	Shefford	Rimouski..... 14.6	Rimouski	Thetford Mines..... 19.7	Mégantic
Hull..... 49.4	Hull	Rouyn..... 17.6	Témiskaming	Trois Rivières..... 54.2	St. Maurice
Joliette..... 16.9	Joliette	St. Hyacinthe..... 20.4	St. Hyacinthe	Valleyfield..... 23.6	Beauharnois
Jonquières..... 4.7	Chicoutimi	St. Jean..... 25.0	St. Jean	Val-d'Or..... 9.9	Abitibi
Lachine..... 35.0	Mont'l & Jesus Isls.	St. Jérôme..... 20.9	Terrebonne	Verdun..... 77.6	Mont'l & Jesus Isls.
Lévis..... 13.5	Lévis	St. Laurent..... 36.1	Mont'l & Jesus Isls.	Victoriaville..... 14.3	Arthabaska
Montreal..... 1101.2	Mont'l & Jesus Isls.	Shawinigan Falls..... 28.6	St. Maurice	Westmount..... 24.3	Mont'l & Jesus Isls

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CFCF Radio delivers dominant coverage of Canada's second largest English market...

MONTREAL

QUEBEC COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES & ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Abitibi	100.9	.6207	19.8	89.1	129,697	.6524	1,285	6,550	64,491	.4562	3,257	17,594	9,527	2,354	15,524	745	.5872	98
Val-d'Or	9.9	.0609	2.1	...	10,632	.0535	1,074	5,063	20,247	.1432	.....	4,923	1,053	703	6,461	260	.0819	124
Argenteuil	28.7	.1765	7.1	65.6	27,230	.1370	949	3,835	20,095	.1421	2,830	5,213	2,498	582	4,670	232	.1484	83
Arthabaska	41.9	.2578	8.5	98.9	46,851	.2357	1,118	5,512	21,472	.1519	2,526	6,148	2,918	1,283	5,631	179	.2150	83
Victoriaville	14.3	.0880	3.1	...	13,628	.0686	953	4,396	15,044	.1064	.....	3,739	624	888	5,135	117	.0838	95
Bagot	21.4	.1316	4.7	99.2	14,428	.0726	674	3,070	5,860	.0414	1,247	1,233	1,331	254	912	157	.0751	57
Beauce	60.5	.3722	11.3	99.9	35,127	.1767	581	3,109	26,739	.1891	2,366	4,938	5,769	1,290	6,054	306	.2195	59
Beauharnois	43.1	.2652	9.4	92.6	39,077	.1966	907	4,157	30,351	.2147	3,229	10,175	2,829	1,616	5,128	309	.2157	81
Valleyfield	23.6	.1452	5.2	...	18,941	.0953	803	3,643	21,055	.1490	.....	7,409	1,389	1,410	3,481	147	.1214	84

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Before using these figures read foreword, page 765

MORE POWER COVERAGE LISTENERS

SOON 5000 watts

The station that means more business for you

CKCV QUEBEC CITY

Representatives
TORONTO - MONTREAL
OMER RENAUD & Co
IN U.S.A.
WEED & CO.

IN QUEBEC PROVINCE . . .

. . . only the "week-ends" provide satisfactory coverage of this 80% French-speaking market, at a reasonable cost, with ROP color available at little more than B&W rates. Used as the basis of your advertising campaign in the important French-speaking third of Canada, these "week-ends" are the heart and soul of any sales drive . . . and you can add the more expensive dailies as required for further concentration on particular areas. When selling in French Canada, PHOTO JOURNAL and LE PETIT JOURNAL — both leaders in their field — put real muscles in your campaign.

In Canada, for further information, call our nearest office:
MONTREAL—5460 Royalmount Avenue—RIverside 7-3501
TORONTO—Bloor St. West—WAlnut 2-9546

In the U.S., the nearest office of Henry de Clerque, Inc. will be happy to answer inquiries about the all-important French-speaking market which accounts for a big one-third of Canada's population, yet is conveniently concentrated mainly in the Province of Quebec.

HENRY DE CLERQUE, INC.

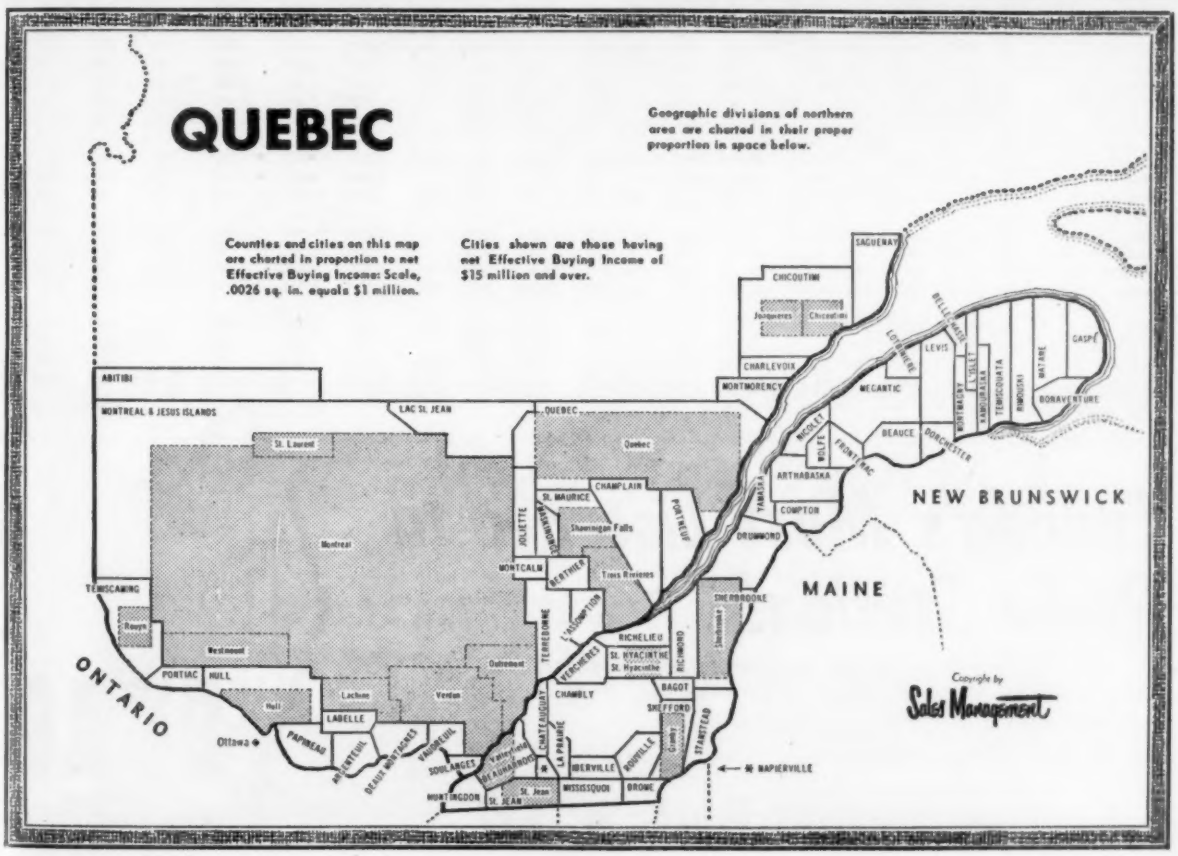
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Latest A.B.C. Circulation for 6 months ending September 30th, 1956
PHOTO JOURNAL — 129,104
Largest circulation of ANY publication aimed directly at women in French Canada.

PHOTO JOURNAL
TOUT PAR L'IMAGE

Latest A.B.C. Circulation for 6 months ending September 30th, 1956
LE PETIT JOURNAL — 273,409
The Largest Circulation of all Publications in Quebec Province

LE PETIT JOURNAL
Au Service du Public



CANADA'S *LARGEST*

FRENCH MORNING DAILY

72,929

(ABC Publisher's Statement Sept. 30, 1955. Daily net paid Monday to Friday.)

MONTREAL-MATIN

Everywhere you go in Montreal you see Montreal-Matin.

Growing fast!

86,902

Daily net paid average
November, 1955
(Monday to Friday)

J. J. DeSERRES
Advertising Manager
1124 Marie Anne Street E.
Montreal 24

QUEBEC COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Bellechasse	26.3	.1617	5.0	99.5	10,263	.0516	390	2,053	6,492	.0459	1,298	1,283	1,979	127	689	42	.0719	44
Berthier	26.5	.1631	5.8	98.2	23,219	.1168	876	4,003	10,171	.0719	1,754	2,797	1,692	321	1,480	85	.1126	69
Bonaventure	43.5	.2676	7.8	78.0	21,961	.1105	505	2,816	14,947	.1058	1,916	3,769	5,355	349	2,798	24	.1405	53
Brome	13.8	.0849	3.4	50.5	13,848	.0696	1,003	4,073	4,821	.0341	1,418	1,411	1,389	338	593	37	.0620	73
Chambly	115.4	.7099	26.6	74.7	155,374	.7817	1,346	5,841	46,513	.3290	1,749	23,507	2,662	902	6,038	1,105	.6316	89
Champlain	104.4	.6422	21.1	96.3	95,973	.4828	919	4,548	42,171	.2983	1,999	16,715	5,533	2,154	3,778	734	.4593	72
Charlevoix	30.5	.1876	5.2	98.3	22,744	.1144	746	4,374	8,155	.0576	1,568	1,901	2,348	455	1,021	124	.1120	60
Chateauguay	23.1	.1421	5.3	76.8	27,942	.1405	1,210	5,272	7,964	.0563	1,503	1,894	2,002	345	958	59	.1156	61
Chicoutimi	140.2	.8625	23.3	96.2	162,061	.8153	1,156	6,955	77,274	.5467	3,316	26,162	8,138	5,292	14,847	1,049	.7441	86
Chicoutimi	24.5	.1507	4.2	...	27,805	.1399	1,135	6,620	33,458	.2367	.....	6,363	2,356	3,785	8,366	538	.1711	114
Jonquieres	25.8	.1587	4.7	...	31,152	.1567	1,207	6,628	19,332	.1368	.....	7,302	2,462	802	3,329	86	.1511	95
Compton	25.2	.1550	5.6	76.7	27,673	.1392	1,098	4,942	7,854	.0555	1,403	2,347	1,962	393	837	47	.1173	78
Deux-Montagnes	27.2	.1674	6.1	85.8	30,956	.1558	1,138	5,075	9,261	.0655	1,518	2,992	1,041	111	1,319	158	.1310	78
Dorchester	34.8	.2140	6.7	97.4	16,435	.0826	472	2,453	9,991	.0706	1,491	1,705	3,987	230	906	40	.1053	49
Drummond	55.8	.3433	11.7	95.1	52,470	.2640	940	4,485	38,349	.2713	3,278	10,504	4,032	2,423	7,426	582	.2820	82
Drummondville	26.5	.1630	6.0	...	29,464	.1482	1,112	4,911	23,092	.1634	.....	5,599	1,331	1,610	5,582	363	.1557	96
Frontenac	31.5	.1938	6.4	98.0	18,158	.0913	576	2,837	13,296	.0940	2,078	3,238	3,088	648	2,205	80	.1126	58
Gaspe	72.8	.4478	12.8	85.8	43,189	.2173	593	3,374	24,382	.1724	1,905	5,342	9,220	587	3,500	170	.2500	56
Hull	111.6	.6866	23.7	81.4	101,189	.5091	907	4,270	61,826	.4375	2,609	21,056	6,467	1,786	11,974	693	.5231	76
Hull	49.4	.3039	10.7	...	48,584	.2444	983	4,541	37,269	.2637	.....	14,073	978	1,786	7,760	584	.2621	86
Huntingdon	14.4	.0885	3.8	55.7	15,964	.0803	1,109	4,434	8,079	.0571	2,244	1,300	1,842	188	1,722	81	.0750	85
Iberville	15.9	.0979	3.5	94.6	19,116	.0961	1,202	5,462	6,832	.0483	1,952	1,253	719	245	1,528	64	.0821	84

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Before using these figures read foreword, page 765

Canada's Most Listened-to Radio Station!

Over 1,000,000 daily listeners—Elliot-Haynes, 1957 Survey
Greatest number of radio households
B.B.M. 1957 Audience Study

Going 50,000 Watts in '57!



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MONTREAL
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Check the facts about —

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- ✓ Only French weekend newspaper with 4 separate sections: News, Roto, Magazine, Comics.
- ✓ Lowest milline rate of any Canadian publication.
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WEEKEND
La Patrie

Published at 180 St. Catherine St. E., Montreal, UN. 1-2701
Toronto Office : 19 Melinda St., EM. 4-1016
U.S.A. REPRESENTATIVE — RALPH R. MULLIGAN
141 East 44th Street, New York 17, N.Y. — OXford 7-0821
75 East Wacker Drive, Chicago 1, Ill. — FRanklin 2-1946

QUEBEC COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Joliette	41.1	.2528	8.4	98.0	33,332	.1677	811	3,968	26,559	.1879	3,162	6,219	2,490	1,026	5,408	343	.1908	75
Joliette	16.9	.1040	3.5	...	16,284	.0819	964	4,653	20,824	.1473	.....	4,486	1,110	1,010	4,948	290	.1059	102
Kamouraska	27.9	.1716	5.1	98.9	16,346	.0822	588	3,205	7,805	.0552	1,530	1,251	3,230	237	881	46	.0920	54
Labelle	28.6	.1760	5.6	88.2	17,778	.0895	622	3,175	14,349	.1015	2,562	2,379	3,139	800	3,873	38	.1104	63
Lac-St-Jean	98.2	.6041	15.7	95.5	101,640	.5113	1,035	6,474	47,665	.3372	3,036	13,044	8,185	3,101	7,563	398	.4776	79
La Prairie	25.2	.1550	5.4	76.9	21,497	.1081	853	3,981	9,134	.0646	1,691	1,465	1,048	189	2,472	82	.1044	67

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Before using these figures read foreword, page 765

Interested in the prosperous *"La province de Québec ?"*

Advertisers interested in the French Canadian- or all- of Canada's markets are invited to discuss with us a client-agency relationship.

QUEBEC ADVERTISING AGENCY LTD.

Recognized authority in the French Canada Market

MONTREAL
1520 MOUNTAIN ST.

QUEBEC CITY
100 YOUVILLE SQ.

LOOK WHAT'S HAPPENING TO YOUR GAZETTE, BEN!

THE GAZETTE'S RECORD-BREAKING 5-YEAR CIRCULATION AND LINEAGE GROWTH BOOSTS ITS VALUE FOR ADEQUATE COVERAGE OF ENGLISH-SPEAKING MONTREAL.



Under Benjamin Franklin's patronage, Fleury Mesplet came to Montreal, founded The Gazette, 1778.

CIRCULATION:

A 57% circulation increase in 5 years, from 61,561 in 1951 to 99,100,* makes The Gazette even more effective in reaching Canada's second-largest market at the beginning of the shopping day!

LINEAGE:

The Gazette's 5-year lineage gains indicate better and better results in Montreal's $1½ billion market.

5-YEAR LINEAGE INCREASE

Classification		Increase
General Advertising	—	1,426,000
Retail Display	—	3,041,000
Department Stores	—	2,329,000
Classified	—	3,246,000

The Gazette's a lineage leader among the first 10 morning newspapers in North America**

Classification	Gazette Position
General Advertising	8
Financial	9
Department Store	8

COLOR:

The Gazette's the only English-language Montreal daily offering this wonderful selling extra! Full color, two color, one color and black, available at only slightly extra cost.

The Gazette

MONTREAL—CANADA'S BEST NEWSPAPER—ESTABLISHED 1778.

*ABC Publisher's Statements—6 months ending Sept. 30, 1956
**Media Records—First 6 months, 1956

QUEBEC COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
L'Assomption	29.2	.1796	6.4	93.9	33,571	.1689	1,150	5,245	14,092	.0997	2,202	3,884	1,609	282	3,030	107	.1503	84
Levis	47.2	.2904	9.3	96.0	50,492	.2540	1,070	5,429	29,327	.1862	2,831	8,266	2,463	777	5,804	507	.2409	83
Levis	13.5	.0830	2.5	...	15,137	.0761	1,121	6,055	14,349	.1015	.....	3,607	150	484	4,640	319	.0851	103
L'Islet	24.2	.1489	4.6	98.0	13,868	.0699	574	3,021	6,954	.0491	1,512	1,368	1,612	82	1,485	12	.0795	53
Lotbiniere	30.3	.1864	6.0	98.1	16,733	.0842	552	2,789	8,734	.0617	1,456	989	2,725	74	1,869	29	.0979	53
Maskinonge	21.0	.1291	4.2	96.5	18,886	.0950	899	4,497	7,799	.0551	1,857	1,970	990	855	863	114	.0698	70
Matane	71.8	.4417	12.4	98.6	48,109	.2420	670	3,868	25,575	.1809	2,063	7,948	4,574	1,588	4,554	201	.2838	80
Megantic	53.8	.3310	11.0	95.7	74,488	.3747	1,384	6,770	23,567	.1667	2,142	6,489	3,197	1,187	3,725	240	.3038	92
Thetford Mines	19.7	.1212	4.4	...	21,966	.1105	1,115	4,992	15,457	.1094	.....	4,255	1,343	732	3,061	80	.1123	93
Missisquoi	27.0	.1661	6.2	76.9	24,481	.1231	907	3,949	18,503	.1309	2,984	5,156	1,433	822	3,545	158	.1340	81
Montcalm	18.8	.1156	4.3	93.2	13,487	.0679	717	3,137	5,998	.0417	1,372	1,800	1,612	195	363	94	.0696	60
Montmagny	26.1	.1606	5.1	99.6	21,987	.1091	831	4,252	11,487	.0812	2,252	2,283	2,062	315	3,043	75	.1111	69
Montmorency	24.9	.1532	4.9	98.3	30,494	.1534	1,225	6,223	5,367	.0378	1,093	2,394	780	118	452	35	.1188	77
Montreal & Jesus Islands	1998.5	9.8335	405.8	64.5	2,058,145	10.3537	1,288	5,072	1,645,388	11.6408	4,055	429,489	235,432	83,846	223,837	39,351	10.6358	106
Montreal	1101.2	6.7743	271.4	...	1,322,461	6.6528	1,201	4,873	1,390,478	9.8374	.....	335,160	227,081	71,305	180,235	31,704	7.6325	113
Lachine	35.0	.2153	8.1	...	47,898	.2410	1,369	5,913	26,453	.1872	.....	10,899	1,703	1,607	3,601	607	.2197	102
Outremont	28.3	.1741	7.1	...	56,024	.2818	1,980	7,801	20,360	.1440	.....	8,643	188	404	718	715	.2189	126
Verdun	77.6	.4774	20.1	...	102,762	.5170	1,324	5,113	77,218	.5463	.....	28,152	3,711	4,888	15,648	2,497	.5179	108
Westmount	24.3	.1495	6.3	...	58,534	.2945	2,409	9,291	33,275	.1647	.....	10,779	.....	2,557	2,714	1,330	.2266	152
St. Laurent	36.1	.2221	8.9	...	48,604	.2448	1,348	5,468	19,946	.1411	.....	5,831	563	739	1,812	737	.2092	94
Napierville	10.2	.0628	2.3	98.5	7,478	.0376	733	3,251	5,120	.0362	2,226	765	906	175	1,158	65	.0422	67
Nicolet	31.3	.1925	8.0	90.1	18,682	.0940	533	2,782	10,972	.0776	1,829	1,922	2,782	295	1,061	62	.1038	54
Papineau	30.3	.1864	6.7	85.1	33,370	.1679	1,101	4,961	14,902	.1047	2,209	3,740	2,478	569	2,708	41	.1827	82
Pontiac	21.0	.1292	4.9	48.0	18,135	.0912	864	3,701	8,632	.0610	1,762	1,258	2,911	162	1,808	....	.0897	69
Portneuf	46.4	.2854	9.5	97.0	54,958	.2765	1,184	5,785	17,584	.1244	1,851	5,170	2,990	751	3,498	85	.2327	92

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Before using these figures read foreword, page 765

The Greatest SELLING FORCE in French Canada

Again in 1956, La Presse not only exceeded other French publications by millions of lines but also published the

LARGEST VOLUME
of
RETAIL – DEPARTMENT STORE
and
TOTAL DISPLAY ADVERTISING
of
ALL NEWSPAPERS IN CANADA

LA PRESSE

DAILY and ROTOGRAVURE

Concentration in GREATER MONTREAL—a sound policy in French Canada

See following pages ——→

HERE ARE VITAL FACTS ABOUT THE BETTER HALF OF QUEBEC PROVINCE

From whatever angle we look at it, the Greater Montreal Market stands way above balance of the Province in living expenditures, annual turnover as well as per capita retail sales ($1029 against $532).

No wonder more and more advertising executives are concentrating in LA PRESSE, the one publication that blankets the BETTER HALF of French Canada, plus providing a substantial bonus circulation outside.

A complimentary copy of Sales Management Survey of Buying Power 1957 Canadian Edition will be gladly mailed on request.

	Population	%	Annual Retail Sales	%
GREATER MONTREAL	2,149,000	46	$1,944,937,000	59.2
Balance of Quebec Province	2,537,500	54	$1,342,895,000	40.8

	QUALITY MARKET *	Per Capita Sales
GREATER MONTREAL	108%	$1,029
Outside	77%	$532
Average for Quebec Province	88%	$702

Average for Canada is par 100%

There cannot be any doubt that ONE ADVERTISING DOLLAR invested in the Better Half of French Canada will reap more sales than ANY TWO DOLLARS spent in regional markets.

STORE GROUP SALES	GREATER MONTREAL		BALANCE OF QUEBEC PROVINCE	
FOOD	$ 521,567,000	59%	$365,083,000	41%
FURNITURE	$ 96,092,000	60%	$ 64,788,000	40%
GENERAL MERCHANDISE	$ 262,742,000	55%	$212,290,000	45%
AUTOMOTIVE	$ 275,246,000	54%	$236,387,000	46%
DRUGS	$ 44,027,000	70%	$ 19,317,000	30%

LA PRESSE

DAILY AND ROTOGRAVURE

Head Office, Montreal, Canada — U. S. Representatives: Shannon & Associates, Inc. — Toronto Office: S. L. Rees, Manager

BUY THE AUDIENCE

that buys the merchandise

It takes results to make local advertisers renew year after year. In fact CHRC has the highest percentage of renewals for local accounts. Many of them have advertised constantly, some for more than 20 years.

Local accounts buy on logic. They know CHRC'S family programs serve fathers and mothers best and give their advertising the greatest sales drive.

Your national advertising on CHRC is certain to pay off in French Quebec—and do a really effective selling job—at the lowest possible cost.

CHRC

5,000 watts — 800 kcs.

THE RADIO SELLING POWER OF QUEBEC CITY

REPS—Jos. A. Hardy & Co. Ltd.—Canadian Station Representatives.



QUEBEC COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES							SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Quebec	292.3	1.7982	60.8	93.6	319,161	1.8056	1,092	5,249	229,896	1.6264	3,781	62,560	34,580	11,016	37,467	6,351	1.6503	92
Quebec	167.3	1.0292	36.2	...	189,522	.9534	1,133	5,235	206,444	1.4606	.....	49,579	33,408	10,778	33,051	5,856	1.1207	109
Richelieu	36.6	.2251	8.0	97.7	36,687	.1845	1,002	4,586	18,787	.1329	2,348	5,010	2,232	682	2,946	341	.1772	79
Sorel	17.1	.1052	3.5	...	18,131	.0912	1,060	5,180	13,786	.0974	.....	3,147	1,813	636	1,773	279	.0959	91

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Before using these figures read foreword, page 765

When You Buy QUEBEC . . .

CFCM-TV and CKMI-TV

cover Canada's favourite test market completely and effectively.

INTERESTING FACTS & FIGURES

CFCM-TV (French)

Lowest TV advertising cost per M
Coverage area: 21 counties
Population: 916,000
Families: 171,200
***Estimated TV Households: 140,000**
***64,000 Captive sets**
Retail Sales: $407 millions

CKMI-TV (English)

Top programming
Coverage area: 15 counties
Population: 614,000
Families: 136,000
****Estimated TV Homes: 96,000**
****Bilingual & English population: 154,072**
****Families: 34,000**
****Bilingual & English TV Homes 22,000**
Retail Sales: $343 millions

*(Estimated set count for CFCM-TV • BBM Survey, 1956) ** (Estimated set count for CKMI-TV • BBM Survey 1956 and Quebec Provincial Bureau of Statistics re percentage of English and bilingual speaking families.)

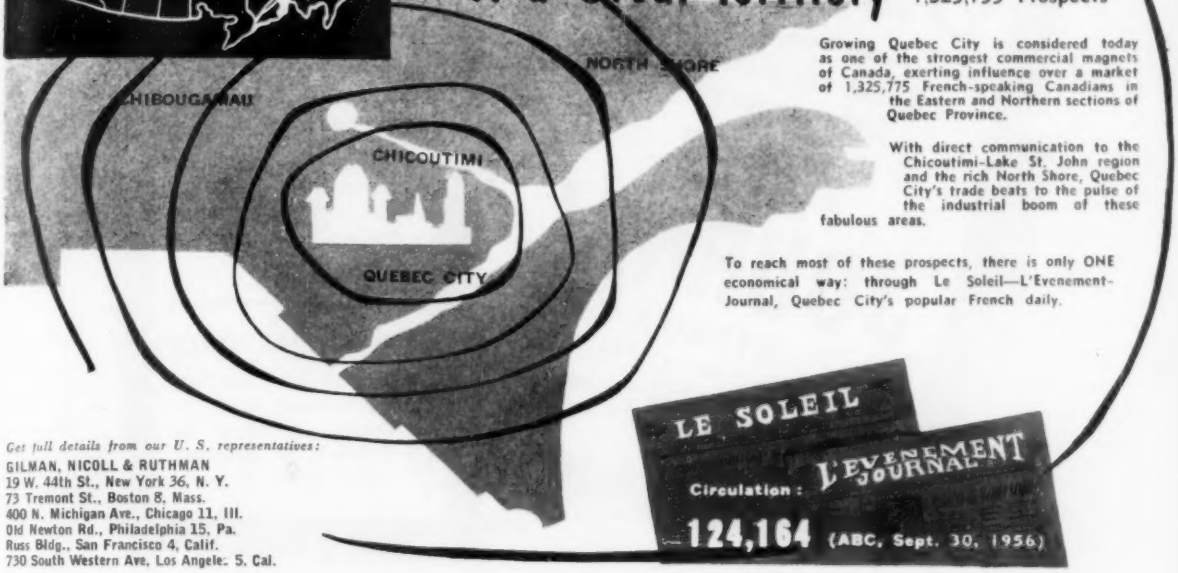
FOR YOUR BEST BUY IN TV, see: Jos. A. Hardy & Co. in Toronto or Montreal
Weed Television in New York or Chicago • John N. Hunt & Associates in Vancouver



Quebec City

Unique Commercial Magnet of a Great Territory

1,325,755 Prospects



Growing Quebec City is considered today as one of the strongest commercial magnets of Canada, exerting influence over a market of 1,325,775 French-speaking Canadians in the Eastern and Northern sections of Quebec Province.

With direct communication to the Chicoutimi-Lake St. John region and the rich North Shore, Quebec City's trade beats to the pulse of the industrial boom of these fabulous areas.

To reach most of these prospects, there is only ONE economical way: through Le Soleil—L'Evenement-Journal, Quebec City's popular French daily.

LE SOLEIL

Circulation: L'EVENEMENT JOURNAL

124,164 (ABC, Sept. 30, 1956)

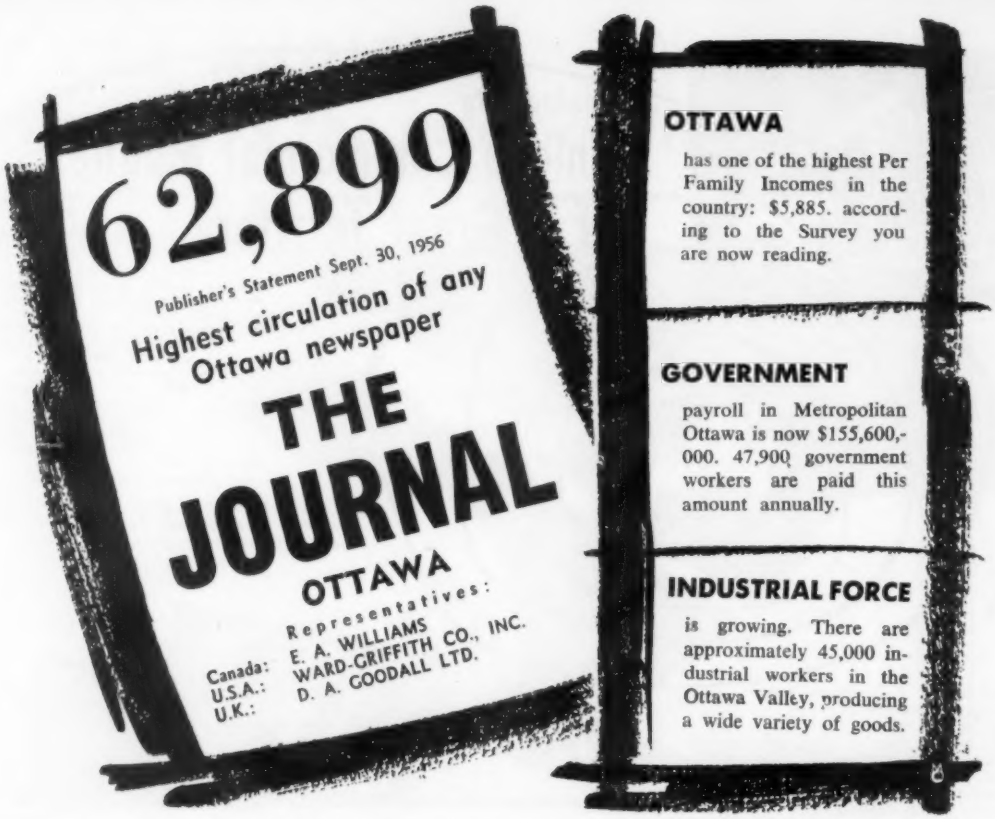
Get full details from our U. S. representatives:

GILMAN, NICOLL & RUTHMAN
19 W. 44th St., New York 36, N. Y.
73 Tremont St., Boston 8, Mass.
400 N. Michigan Ave., Chicago 11, Ill.
Old Newton Rd., Philadelphia 15, Pa.
Russ Bldg., San Francisco 4, Calif.
730 South Western Ave, Los Angele: 5, Cal.

QUEBEC COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Richmond	39.1	.2406	8.6	84.0	40,140	.2019	1,027	4,667	21,880	.1547	2,544	6,654	1,173	1,368	4,577	242	.1954	81
Rimouski	62.2	.3826	10.7	98.4	54,239	.2729	872	5,069	31,284	.2214	2,924	7,067	4,805	1,520	7,368	457	.2794	73
Rimouski	14.6	.0898	2.7	...	13,053	.0657	894	4,834	16,183	.1145	.....	3,153	1,737	998	4,265	218	.0852	95
Rouville	22.3	.1372	5.1	90.4	26,364	.1326	1,182	5,169	11,222	.0793	2,200	2,063	853	300	2,016	74	.1176	86
Saguenay	58.9	.3623	10.1	77.4	64,620	.3251	1,097	6,398	24,872	.1759	2,463	2,962	14,825	190	2,680	59	.2877	79
Shefford	49.1	.3021	10.9	89.5	39,816	.2003	811	3,653	34,525	.2442	3,167	9,378	3,478	1,805	6,925	318	.2339	77
Granby	26.3	.1618	6.1	...	23,623	.1188	898	3,873	25,560	.1808	.....	7,093	1,795	1,425	5,514	258	.1460	90
Sherbrooke	71.4	.4392	16.9	81.0	79,460	.3997	1,113	4,702	57,831	.4091	3,422	16,483	2,589	5,740	9,916	1,343	.4104	93
Sherbrooke	59.2	.3642	13.7	...	67,129	.3377	1,134	4,900	54,826	.3879	.....	15,497	2,386	5,625	9,456	1,202	.3581	98
Soulanges	9.8	.0603	2.4	95.3	11,452	.0577	1,169	4,772	4,457	.0315	1,857	508	1,223	59	986	.....	.0503	83
Stanstead	35.4	.2178	8.1	75.9	30,645	.1541	866	3,783	24,044	.1701	2,968	7,257	3,024	1,041	3,773	328	.1717	79
St. Hyacinthe	40.5	.2491	9.2	98.2	35,316	.1777	872	3,839	31,601	.2236	3,435	6,927	2,696	2,497	5,170	660	.2057	83
St. Hyacinthe	20.4	.1255	4.5	...	17,401	.0875	853	3,867	26,836	.1899	.....	5,606	2,015	2,140	4,849	627	.1258	100
St. Jean	34.6	.2129	7.8	87.8	34,467	.1734	996	4,419	29,379	.2078	3,767	7,569	1,998	1,840	5,400	511	.1917	90
St. Jean	25.0	.1538	5.8	...	26,376	.1327	1,055	4,548	26,309	.1861	.....	6,610	1,753	1,213	5,011	511	.1529	99
St. Maurice	102.9	.6330	21.7	95.1	110,941	.5581	1,078	5,112	89,119	.6305	4,107	22,811	7,982	4,744	12,883	1,289	.5948	94
Shawinigan Falls	28.6	.1759	6.1	...	36,069	.1814	1,261	5,913	29,290	.2072	.....	8,474	1,940	1,680	3,913	421	.1880	107
Trois-Rivieres	54.2	.3334	11.2	...	57,867	.2911	1,068	5,167	55,515	.3928	.....	13,255	5,026	2,939	8,698	868	.3301	99
Temiscamingue	57.9	.3562	11.4	81.8	72,414	.3643	1,251	6,352	40,300	.2851	3,535	11,807	4,948	2,223	6,989	488	.3389	95
Rouyn	17.6	.1083	3.8	...	22,993	.1157	1,306	6,051	20,347	.1440	.....	5,831	1,289	1,110	3,585	204	.1227	113
Temiscouata	68.6	.4220	12.2	98.9	50,725	.2551	739	4,158	24,167	.1709	1,981	6,494	4,451	1,091	4,538	286	.2632	82
Terrebonne	82.7	.5087	18.8	92.3	64,284	.3234	777	3,419	56,789	.4017	3,021	18,661	4,359	2,398	8,729	1,071	.3839	75
St. Jerome	20.9	.1286	4.7	...	17,960	.0904	859	3,821	19,172	.1356	.....	9,556	999	1,522	1,913	447	.1116	87
Vaudreuil	23.1	.1421	5.5	80.3	21,236	.1069	919	3,861	10,166	.0719	1,848	2,892	1,289	286	2,002	110	.1035	73
Vercheres	21.2	.1304	4.7	92.9	26,624	.1339	1,256	5,665	8,168	.0577	1,738	2,397	843	499	1,924	143	.1103	86
Wolfe	18.8	.1157	3.9	96.3	14,871	.0748	791	3,813	4,848	.0342	1,241	1,404	1,293	182	554	34	.0708	61
Yamaska	16.7	.1027	3.6	97.9	14,017	.0705	839	3,894	4,819	.0341	1,339	2,082	697	199	236	54	.0660	64
Total Above Cities	1977.8	12.1670	466.6	...	2,360,060	11.8726	1,193	5,058	2,272,102	16.0749	.....	589,020	300,683	124,776	339,519	51,255	13.1922	108
Province Total	4886.5	28.8300	1034.6	82.1	5,024,101	25.2743	1,072	4,856	3,287,832	23.2583	3,178	866,650	475,032	160,880	511,632	63,344	25.3808	88
Per Capita Sales									702			189	101	34	109	13		
Per Family Sales									3,178			857	459	156	495	61		

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Before using these figures read foreword, page 765



ONTARIO

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (*in thousands*)		County	City and Population (*in thousands*)		County	City and Population (*in thousands*)		County
Barrie	16.8	Simcoe	Lindsay	10.1	Victoria	St. Thomas	19.1	Elgin
Belleville	20.7	Hastings	London	101.2	Middlesex	Sarnia	44.0	Lambton
Brampton	12.9	Peel	New Toronto	11.5	York	Sault Ste. Marie	38.0	Algoma
Brantford	51.8	Brant	Niagra Falls	24.1	Welland	Simcoe	8.0	Norfolk
Brockville	13.8	Leeds	North Bay	20.8	Nipissing	Smith's Falls	9.0	Lanark
Chatham	22.3	Kent	Oakville	10.2	Halton	Stratford	20.1	Perth
Cornwall	18.1	Stormont	Oshawa	51.0	Ontario	Sudbury	47.3	Sudbury
Fort William	39.4	Thunder Bay	Orillia	14.3	Simcoe	Tillsonburg	6.2	Oxford
Galt	24.0	Waterloo	Ottawa	216.4	Carleton	Timmins	27.3	Cochrane
Guelph	34.0	Wellington	Owen Sound	17.3	Grey	Toronto	670.0	York
Hamilton	240.6	Wentworth	Parry Sound	28.2	Parry Sound	Trenton	11.5	Hastings
Kenora	10.3	Kenora	Pembroke	15.5	Renfrew	Welland	152.2	Welland
Kingston	49.1	Frontenac	Peterborough	42.7	Peterborough	Weston	9.5	York
Kitchener	60.6	Waterloo	Port Arthur	38.4	Thunder Bay	Windsor	120.6	Essex
Leamington	7.9	Essex	Port Colborne	14.1	Welland	Woodstock	18.4	Oxford
Leaside	16.5	York	St. Catherines	40.1	Lincoln			

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ONTARIO COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Algoma	**83.8**	**.5155**	**19.9**	**16.8**	**111,677**	**.5618**	**1,333**	**5,612**	**74,581**	**.5276**	**3,748**	**23,638**	**8,305**	**2,060**	**10,977**	**1,739**	**.5423**	**105**
Sault Ste. Marie	38.0	.2338	9.4	...	61,626	.3100	1,622	6,556	54,239	.3837	.....	16,899	3,649	1,863	8,404	1,312	.3169	136
Brant	**78.5**	**.4829**	**21.8**	**2.4**	**101,037**	**.5083**	**1,287**	**4,635**	**78,243**	**.5536**	**3,589**	**16,062**	**5,858**	**4,338**	**13,916**	**1,422**	**.5186**	**107**
Brantford	51.8	.3187	14.1	...	72,381	.3641	397	5,133	61,489	.4350	.....	12,877	4,254	3,741	10,895	1,107	.3763	118
Bruce	**42.1**	**.2580**	**12.4**	**1.5**	**36,439**	**.1833**	**866**	**2,939**	**35,754**	**.2529**	**2,883**	**5,896**	**4,522**	**1,233**	**6,489**	**1,213**	**.2193**	**85**
Carleton	**286.8**	**1.7643**	**71.4**	**29.3**	**493,268**	**2.4815**	**1,720**	**6,909**	**261,500**	**1.8500**	**3,662**	**60,881**	**41,898**	**10,358**	**33,810**	**5,963**	**2.1486**	**122**
Ottawa	216.4	1.3312	54.1	...	384,010	1.9318	1,775	7,098	244,004	1.7263	.....	58,550	38,616	10,259	31,983	5,358	1.7500	131
Cochrane	**87.1**	**.5359**	**20.9**	**47.2**	**134,741**	**.5778**	**1,547**	**6,447**	**72,466**	**.5126**	**3,467**	**21,648**	**8,504**	**1,811**	**11,760**	**1,552**	**.5999**	**112**
Timmins	27.3	.1679	7.0	...	45,902	.2309	1,681	6,557	32,033	.2266	.....	10,560	2,043	.....	5,525	649	.2170	129
Dufferin	**15.7**	**.0965**	**4.5**	**.9**	**12,286**	**.0618**	**783**	**2,730**	**12,513**	**.0885**	**2,781**	**1,130**	**1,480**	**336**	**2,601**	**283**	**.0767**	**79**
Dundas	**17.1**	**.1052**	**4.7**	**9.3**	**14,040**	**.0707**	**821**	**2,987**	**17,063**	**.1207**	**3,630**	**3,081**	**1,854**	**201**	**3,191**	**269**	**.0926**	**88**
Durham	**36.4**	**.2240**	**10.3**	**1.8**	**39,820**	**.2003**	**1,094**	**3,866**	**26,815**	**.1897**	**2,603**	**6,617**	**2,207**	**619**	**5,547**	**682**	**.2019**	**90**
Elgin	**59.5**	**.3660**	**16.5**	**2.6**	**79,528**	**.4000**	**1,337**	**4,820**	**55,742**	**.3943**	**3,378**	**11,526**	**4,958**	**2,471**	**12,657**	**1,058**	**.3915**	**107**
St. Thomas	19.1	.1175	5.9	...	33,583	.1689	1,758	5,692	32,585	.2305	.....	7,302	2,362	1,667	7,732	663	.1771	151
Essex	**249.9**	**1.5373**	**67.0**	**21.9**	**410,068**	**2.0629**	**1,641**	**6,120**	**231,550**	**1.6403**	**3,460**	**54,774**	**17,293**	**17,861**	**35,998**	**6,389**	**1.8310**	**119**
Windsor	120.6	.7419	32.6	...	210,962	1.0613	1,749	6,471	159,433	1.1280	.....	38,159	13,361	13,901	22,887	4,783	1.0174	137
Leamington	7.9	.0486	2.2	...	9,577	.0482	1,212	4,353	16,041	.1135	.....	3,321	948	957	3,565	285	.0679	140
Frontenac	**77.6**	**.4774**	**18.9**	**6.5**	**97,367**	**.4899**	**1,255**	**5,152**	**58,088**	**.4817**	**3,603**	**15,857**	**6,463**	**3,990**	**10,620**	**1,963**	**.4849**	**102**
Kingston	49.1	.3020	12.9	...	69,401	.3491	1,413	5,380	58,283	.4123	.....	13,734	3,267	3,632	9,380	1,723	.3586	119
Glengarry	**18.8**	**.1156**	**4.7**	**56.8**	**11,576**	**.0582**	**616**	**2,463**	**9,325**	**.0659**	**1,984**	**1,854**	**1,312**	**232**	**1,565**	**88**	**.0720**	**62**
Grenville	**20.9**	**.1286**	**6.0**	**7.4**	**21,470**	**.1080**	**1,027**	**3,578**	**14,101**	**.0998**	**2,350**	**3,147**	**1,997**	**310**	**2,946**	**298**	**.1087**	**85**
Grey	**61.1**	**.3759**	**17.6**	**1.4**	**60,050**	**.3021**	**983**	**3,412**	**53,692**	**.3798**	**3,051**	**10,788**	**6,244**	**2,057**	**12,749**	**1,147**	**.3401**	**90**
Owen Sound	17.3	.1064	4.9	...	22,057	.1110	1,275	4,501	26,506	.1875	.....	6,418	2,107	1,298	6,171	660	.1330	125
Haldimand	**26.3**	**.1618**	**7.5**	**2.3**	**27,089**	**.1362**	**1,029**	**3,609**	**27,770**	**.1964**	**3,703**	**5,255**	**2,048**	**1,022**	**6,117**	**599**	**.1594**	**99**
Haliburton	**8.1**	**.0498**	**2.3**	**3.3**	**5,889**	**.0296**	**727**	**2,560**	**6,423**	**.0454**	**2,793**	**1,967**	**1,365**	**49**	**1,129**	**121**	**.0384**	**77**
Halton	**70.7**	**.4349**	**19.6**	**2.0**	**91,858**	**.4621**	**1,299**	**4,687**	**50,983**	**.3606**	**2,601**	**14,174**	**2,239**	**1,577**	**10,017**	**1,562**	**.4282**	**98**
Oakville	10.2	.0627	2.8	...	14,489	.0729	1,420	5,175	16,832	.1191	.....	4,577	552	535	3,674	559	.0847	135
Hastings	**84.7**	**.5211**	**22.6**	**6.4**	**94,902**	**.4769**	**1,119**	**4,195**	**82,927**	**.5866**	**3,669**	**19,036**	**8,192**	**3,278**	**19,288**	**1,756**	**.5187**	**100**
Belleville	20.7	.1273	5.9	...	30,704	.1545	1,483	5,204	38,843	.2748	.....	8,578	3,245	2,126	8,187	674	.1852	145
Trenton	11.5	.0707	3.5	...	14,848	.0747	1,291	4,242	16,179	.1145	.....	4,499	524	714	3,486	495	.0858	121
Huron	**52.0**	**.3199**	**14.9**	**3.6**	**43,903**	**.2209**	**844**	**2,947**	**47,434**	**.3355**	**3,183**	**6,215**	**5,641**	**1,360**	**10,725**	**969**	**.2750**	**86**
Kenora	**48.9**	**.2952**	**12.6**	**7.8**	**66,395**	**.3340**	**1,383**	**5,269**	**35,036**	**.2690**	**3,019**	**9,196**	**7,395**	**540**	**6,040**	**676**	**.3068**	**104**
Kenora	10.3	.0634	2.8	...	16,693	.0840	1,621	5,962	14,443	.1022	.....	4,533	855	524	2,276	121	.0853	135

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LEADING IN 99 OF 108 MEASURED ½ HOURS*

over the second station in CFPL Radio's potential market of

302,100 households*

LEADING IN METROPOLITAN LONDON'S 43,900 homes by nearly **2 to 1***

CFPL radio London Canada dial 980

In U.S.A. Weed & Co.

IN CANADA: ALL CANADA RADIO

*All figures based on B.B.M. TPA Study (Released January, 1957) prepared by Market & Media Research, Toronto

ONTARIO COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Kent	86.0	.5291	24.6	12.2	93,472	.4702	1,087	3,800	91,282	.6459	3,711	16,666	8,401	4,291	19,230	2,044	.5347	101
Chatham	22.3	.1372	6.4	...	31,702	.1595	1,422	4,953	45,342	.3208	.....	7,923	4,156	2,855	9,074	1,327	.2034	148
Lambton	91.5	.5629	25.5	6.7	122,674	.6171	1,341	4,811	80,306	.5681	3,149	18,918	7,935	5,080	16,114	1,642	.5918	105
Sarnia	44.0	.2707	12.2	...	75,627	.3805	1,719	6,199	50,653	.3584	.....	13,655	4,164	4,403	8,098	1,238	.3519	130
Lanark	38.3	.2356	10.6	4.5	45,810	.2305	1,196	4,322	38,134	.2697	3,598	8,408	3,629	1,455	7,965	761	.2433	103
Smith Falls	9.0	.0554	2.4	...	14,449	.0727	1,605	6,020	16,798	.1188	.....	3,337	855	860	4,114	283	.0831	150
Leeds	43.5	.2676	11.7	6.5	49,173	.2473	1,130	4,203	40,410	.2859	3,454	8,334	4,592	3,290	6,766	836	.2829	98
Brockville	13.8	.0849	3.7	...	19,356	.0974	1,403	5,231	21,551	.1525	.....	4,396	1,720	2,674	3,369	377	.1114	131
Lenox & Addington	21.8	.1341	6.2	3.7	16,664	.0839	764	2,688	17,408	.1232	2,808	3,065	2,230	170	4,213	314	.1058	79
Lincoln	113.9	.7007	31.6	4.2	182,385	.8169	1,426	5,139	107,331	.7593	3,397	25,391	8,615	6,612	19,806	2,472	.7764	111
St. Catherines	40.1	.2467	11.2	...	64,548	.3247	1,610	5,763	76,567	.5417	.....	17,027	6,414	6,039	14,537	1,657	.3742	152
Manitoulin	11.0	.0676	2.7	4.6	8,353	.0430	778	3,168	7,496	.0530	2,776	1,306	2,023	75	1,316	233	.0509	75
Middlesex	193.8	1.1922	53.5	2.3	276,295	1.3899	1,426	5,164	193,348	1.3679	3,614	38,585	19,215	12,212	34,536	5,496	1.3437	113
London	101.2	.6226	28.5	...	160,029	.8050	1,581	5,615	159,638	1.1294	.....	31,358	16,036	11,319	27,101	4,702	.8658	139
Muskoka	25.2	.1551	7.2	6.2	23,874	.1201	947	3,316	28,592	.2022	3,971	7,722	3,414	591	5,562	651	.1518	98
Nipissing	61.5	.3783	14.1	47.5	72,127	.3629	1,173	5,115	54,701	.3870	3,880	13,157	6,414	2,193	11,458	1,153	.3732	99
North Bay	20.8	.1280	5.3	...	34,028	.1712	1,636	6,420	35,215	.2491	.....	7,892	3,384	1,820	7,110	766	.1859	145
Norfolk	46.5	.2861	12.9	2.3	41,421	.2084	891	3,211	43,282	.3062	3,355	8,891	3,722	1,898	7,409	903	.2533	89
Simcoe	8.0	.0492	2.6	...	11,001	.0553	1,375	4,231	21,465	.1519	.....	4,467	1,009	1,090	4,062	480	.0831	169
Northumberland	38.5	.2368	11.1	3.0	37,565	.1889	976	3,384	26,593	.1881	2,396	5,936	2,509	1,327	5,405	516	.1982	84
Ontario	110.6	.6804	30.3	2.7	143,480	.7218	1,297	4,735	99,134	.7013	3,272	23,738	7,534	3,678	20,678	2,232	.7074	104
Oshawa	51.0	.3137	14.1	...	78,635	.3956	1,542	5,577	64,105	.4535	.....	15,888	4,116	3,061	12,680	1,083	.3966	126
Oxford	65.9	.4054	18.5	2.0	73,558	.3701	1,116	3,976	68,554	.4850	3,706	12,225	6,144	2,684	13,998	1,289	.4116	102
Woodstock	18.4	.1132	5.5	...	25,357	.1276	1,378	4,610	25,328	.1792	.....	5,327	2,224	1,158	4,721	551	.1402	124
Tillsonburg	6.2	.0381	1.8	...	8,017	.0403	1,293	4,454	15,626	.1106	.....	3,146	1,064	649	2,967	125	.0610	160

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WESTERN ONTARIO is sold on CFPL-TV

Here are the facts:

CFPL-TV is the single television station that dominates the rich urban and rural counties Middlesex, Huron, Perth, Oxford and Elgin and wields a powerful sales influence in Lambton, Kent, Bruce, Norfolk, Brant and Waterloo counties. (January, 1957 Report, Bureau of Broadcast Measurement.)

CFPL-TV averages over 95% of the audience with ratings in excess of 70 (Elliott-Haynes, Telerating Report, February, '57.)

Sell this BILLION DOLLAR MARKET with

Canada's most powerful station, 325,000 watts

Representatives: Weed & Co., USA
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CFPL-TV CHANNEL 10 LONDON

IN CANADA . . . SOUTH-WESTERN ONTARIO OFFERS A

$596,736,000*

MARKET IN RETAIL SALES! AND GROWING TOO!

and
ONE PAPER
dominates the entire market

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*Sales Management, '57 Survey of Buying Power

LONDON-ONTARIO
February Daily Average
101,311

The London Free Press
Western Ontario's Foremost Newspaper

ONTARIO COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Parry Sound	26.2	.1735	8.0	10.3	28,598	.1438	1,014	3,575	18,726	.1324	2,341	4,696	3,822	645	3,610	230	.1463	84
Parry Sound	5.4	.0332	1.5	...	6,661	.0335	1,234	4,441	9,550	.0676	.....	2,614	1,190	402	1,948	131	.0437	132
Peel	85.8	.5278	22.5	2.4	147,994	.7445	1,725	6,578	51,166	.3620	2,274	11,783	2,687	1,198	13,054	1,991	.5864	111
Brampton	12.9	.0794	3.8	...	16,994	.0855	1,317	4,472	16,839	.1191	.....	4,082	1,463	541	4,070	469	.0944	119
Perth	55.3	.3402	15.7	2.1	67,150	.3378	1,214	4,277	60,070	.4249	3,826	9,813	5,508	1,834	14,557	1,266	.3644	107
Stratford	20.1	.1236	5.9	...	30,062	.1512	1,496	5,095	30,125	.2131	.....	5,086	2,061	1,040	7,516	600	.1643	133
Peterborough	68.7	.4226	18.0	3.7	88,553	.4355	1,260	4,809	72,394	.5121	4,022	16,772	7,304	3,791	11,510	1,733	.4559	108
Peterborough	42.7	.2627	11.2	...	61,045	.3071	1,430	5,450	61,252	.4333	.....	14,674	4,992	3,604	9,276	1,559	.3361	128
Prescott	26.4	.1624	5.9	82.9	21,220	.1067	804	3,597	18,451	.1305	3,127	2,969	3,456	657	3,716	127	.1250	77
Prince Edward	21.4	.1316	6.3	3.1	16,076	.0809	751	2,552	18,754	.1185	2,659	3,251	1,365	621	3,320	418	.1023	78
Rainy River	25.8	.1588	6.8	10.8	29,216	.1470	1,132	4,296	22,829	.1615	3,357	5,734	3,631	473	4,006	470	.1537	97
Renfrew	79.4	.4884	18.8	15.8	72,813	.3663	917	3,873	61,957	.4383	3,296	13,846	8,697	2,220	12,335	1,296	.4124	84
Pembroke	15.5	.0954	3.6	...	16,519	.0831	1,066	4,589	21,105	.1493	.....	4,869	1,836	1,359	4,416	530	.1054	110
Russell	19.1	.1175	4.1	81.9	11,800	.0593	618	2,878	8,179	.0578	1,995	1,154	2,917	132	1,373	89	.0708	60
Simcoe	129.1	.7942	34.0	10.7	135,096	.6796	1,046	3,973	120,452	.8521	3,543	26,417	10,652	3,377	26,032	2,465	.7542	95
Barrie	16.8	.1033	4.9	...	24,817	.1248	1,477	5,065	33,033	.2337	.....	6,203	1,543	809	8,582	678	.1532	148
Orillia	14.3	.0880	4.2	...	17,236	.0867	1,205	4,104	23,675	.1675	.....	4,802	1,581	949	4,589	477	.1112	126
Stormont	57.3	.3525	13.9	48.7	70,335	.3539	1,227	5,060	57,185	.4045	4,114	14,677	5,297	2,206	10,008	875	.3688	105
Cornwall	18.1	.1113	4.5	...	25,530	.1284	1,410	5,673	38,624	.2733	.....	8,679	3,199	1,859	6,927	685	.1685	151

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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



ONTARIO COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
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Sudbury	**145.3**	**.8938**	**32.7**	**40.8**	**225,813**	**1.1359**	**1,554**	**6,906**	**119,704**	**.8469**	**3,661**	**33,897**	**17,110**	**5,275**	**20,118**	**2,154**	**1.0008**	**112**
Sudbury	47.3	.2910	10.8	...	77,526	.3900	1,639	7,178	82,026	.5803	.....	16,361	7,492	4,986	17,036	1,379	.4273	147
Thunder Bay	**124.6**	**.7665**	**31.9**	**8.3**	**167,178**	**.8410**	**1,342**	**5,241**	**110,549**	**.7821**	**3,465**	**26,539**	**20,355**	**2,585**	**20,262**	**1,999**	**.8084**	**105**
Fort William	39.4	.2424	10.6	...	55,654	.2800	1,413	5,250	40,655	.2876	.....	12,176	5,601	1,625	5,863	764	.2748	113
Port Arthur	38.4	.2362	10.7	...	53,810	.2707	1,401	5,029	46,009	.3255	.....	10,108	6,567	847	9,950	427	.2802	119
Timiskaming	**50.3**	**.3095**	**13.1**	**27.8**	**78,117**	**.3930**	**1,553**	**5,963**	**43,647**	**.3088**	**3,332**	**12,627**	**6,022**	**1,031**	**7,718**	**994**	**.3511**	**113**
Victoria	**28.3**	**.1741**	**8.4**	**2.3**	**27,613**	**.1389**	**976**	**3,287**	**31,243**	**.2210**	**3,719**	**5,434**	**4,123**	**1,171**	**6,384**	**529**	**.1705**	**98**
Lindsay	10.1	.0621	2.9	...	12,673	.0638	1,255	4,370	20,933	.1481	.....	4,042	2,004	1,083	4,407	307	.0888	143
Waterloo	**151.1**	**.9295**	**38.8**	**2.9**	**196,322**	**.9877**	**1,299**	**5,060**	**151,807**	**1.0740**	**3,913**	**29,443**	**10,627**	**8,686**	**27,020**	**2,513**	**1.0020**	**108**
Galt	24.0	.1476	6.9	...	34,677	.1744	1,445	5,026	26,421	.1869	.....	6,963	1,229	1,915	4,284	530	.1728	117
Kitchener	60.6	.3728	16.0	...	83,635	.4207	1,380	5,227	73,200	.5179	.....	13,821	6,025	5,111	13,714	1,170	.4403	118
Welland	**152.2**	**.9363**	**40.5**	**8.4**	**236,374**	**1.1891**	**1,553**	**5,836**	**133,163**	**.9421**	**3,288**	**38,546**	**7,416**	**8,724**	**19,733**	**3,698**	**1.0644**	**114**
Niagara Falls	24.1	.1483	6.6	...	40,158	.2020	1,666	6,085	46,877	.3316	.....	12,214	3,170	3,373	6,831	1,649	.2301	155

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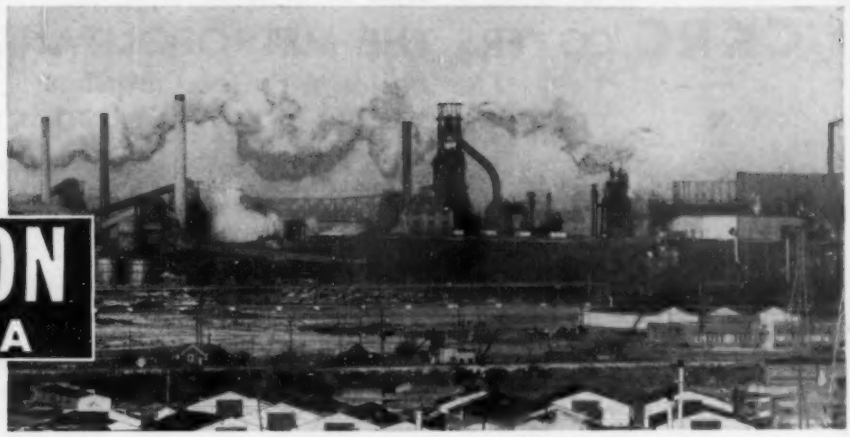
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ONTARIO COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Welland	16.0	.0984	4.1	...	25,139	.1265	1,571	6,131	29,853	.2112	.....	7,863	1,988	2,416	4,896	516	.1463	149
Port Colborne	14.1	.0867	3.8	...	25,720	.1294	1,824	6,768	12,190	.0862	.....	3,792	952	1,175	1,344	263	.1079	124
Wellington	**76.6**	**.4712**	**20.7**	**1.9**	**91,858**	**.4621**	**1,199**	**4,437**	**69,019**	**.4882**	**3,334**	**13,929**	**4,550**	**2,971**	**13,133**	**1,490**	**.4718**	**100**
Guelph	34.0	.2092	9.0	...	46,132	.2321	1,357	5,126	39,729	.2811	.....	8,698	1,993	2,085	7,666	896	.2422	116
Wentworth	**321.2**	**1.9759**	**85.0**	**3.1**	**512,460**	**2.5780**	**1,595**	**6,029**	**316,988**	**2.2427**	**3,729**	**68,694**	**36,853**	**14,178**	**53,254**	**9,423**	**2.3570**	**119**
Hamilton	240.6	1.4801	65.1	...	394,341	1.9838	1,639	6,057	285,157	2.0174	.....	62,235	34,568	13,843	46,418	8,727	1.8931	128

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	M	T	W	F	S	S
CKRC leads in	18	18	21	11	12	22
Station B leads in	4	3	2	0	3	2
Station C leads in	5	8	3	21	11	11

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ONTARIO

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
York	1466.1	9.0191	375.8	2.8	2,485,903	12.5056	1,696	6,615	1,770,276	12.5244	4,711	340,188	275,741	77,228	281,625	53,007	11.8139	131
Toronto	670.0	4.1217	159.2	...	1,209,919	6.0866	1,806	7,600	1,375,647	9.7325	.....	211,433	266,397	67,391	199,570	36,272	6.7874	165
New Toronto	11.5	.0707	2.6	...	20,221	.1017	1,758	7,777	24,908	.1762	.....	6,086	353	821	5,536	648	.1179	167
Leaside	16.5	.1015	4.8	...	47,562	.2393	2,883	9,909	20,612	.1458	.....	5,401	355	319	4,838	1,048	.1837	181
Weston	9.5	.0584	2.7	...	18,385	.0925	1,935	6,809	19,281	.1364	.....	3,670	247	211	5,738	846	.0989	169
Total Above Cities	2336.9	14.3758	607.2	...	3,853,398	19.3850	1,649	6,346	3,680,899	26.0415	.....	738,295	477,731	194,909	607,413	91,549	20.3803	142
Province Total	5485.3	33.7441	1437.5	10.3	7,828,821	39.3839	1,427	5,448	5,416,426	38.3185	3,768	1,165,513	664,263	240,582	945,326	136,649	37.9383	112
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	987	.....	.....	213	121	44	172	25	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	3,768	.....	.....	811	462	167	658	95	.....	.....

MANITOBA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (in thousands)		County	City and Population (in thousands)		County	City and Population (in thousands)		County
Brandon	25.0	Division 7	Portage la Prairie	10.6	Division 6	St. Boniface	28.9	Division 6
Dauphin	6.2	Division 13				Winnipeg	258.8	Division 6

Division 1	25.0	.1537	6.2	20.8	16,501	.0990	660	2,661	18,319	.1157	2,857	2,252	4,646	93	3,747	148	.1069	70
Division 2	39.1	.2408	9.7	14.7	27,302	.1374	698	2,815	28,138	.1930	2,901	2,928	5,584	297	6,763	438	.1766	73
Division 3	22.5	.1384	6.5	13.3	21,808	.1097	969	3,355	14,516	.1027	2,233	2,038	3,236	93	2,598	243	.1133	82
Division 4	14.8	.0898	4.3	2.9	19,635	.0988	1,316	4,571	12,961	.0917	3,014	1,966	1,541	177	2,177	259	.0949	106
Division 5	61.4	.3777	17.3	6.5	61,052	.3072	991	3,529	20,487	.1450	1,181	7,025	4,653	128	3,025	591	.2726	72
Division 6	372.7	2.2928	105.0	9.3	493,974	2.4850	1,325	4,705	395,728	2.7997	3,769	79,355	112,331	15,722	52,835	10,227	2.5410	111
Winnipeg	258.8	1.5921	75.6	...	358,018	1.8011	1,383	4,736	343,857	2.4327		60,390	107,704	14,623	46,875	8,755	1.9488	122
Portage la Prairie	10.6	.0652	2.8	...	10,112	.0509	954	3,611	14,504	.1026		4,024	1,134	575	2,023	265	.0693	106
St. Boniface	28.9	.1778	7.7	...	36,507	.1837	1,263	4,741	13,753	.0973		4,583	122	167	903	487	.1566	88
Division 7	46.5	.2880	12.8	4.6	43,638	.2198	940	3,414	44,351	.3138	3,465	6,139	6,380	2,369	7,567	725	.2612	91
Brandon	25.0	.1538	7.1	...	30,459	.1532	1,218	4,290	33,273	.2354		4,724	4,350	1,954	5,245	465	.1780	116
Division 8	22.4	.1378	6.6	4.1	19,826	.0997	885	3,004	15,183	.1074	2,300	2,609	2,228	...	1,735	487	.1096	80
Division 9	74.0	.4553	20.0	4.2	81,909	.4121	1,107	4,095	39,610	.2802	1,981	11,382	2,255	590	5,212	1,011	.3812	84
Division 10	18.9	.1162	5.3	3.1	18,515	.0933	981	3,493	14,481	.1025	2,732	1,766	2,828	493	2,750	187	.1007	87
Division 11	24.5	.1507	7.5	4.6	25,511	.1285	1,042	3,405	20,298	.1435	2,708	2,623	3,697	128	4,237	624	.1374	91
Division 12	23.7	.1458	6.2	10.8	17,195	.0885	726	2,773	11,381	.0808	1,838	1,439	4,554	133	1,695	246	.0966	86
Division 13	24.2	.1489	6.8	11.8	17,585	.0884	727	2,585	18,657	.1320	2,741	2,428	3,942	255	2,903	242	.1136	76
Dauphin	6.2	.0381	1.7	...	5,170	.0260	834	3,041	12,507	.0885		1,724	3,572	170	1,934	161	.0472	124
Division 14	22.5	.1384	6.5	2.3	17,137	.0862	762	2,636	15,618	.1105	2,403	1,360	3,648	277	2,948	428	.1039	75
Division 15	12.4	.0763	3.4	7.5	9,877	.0497	797	2,905	9,364	.0662	2,751	827	1,735	143	1,734	198	.0600	79
Division 16	53.2	.3273	13.2	8.6	75,104	.3779	1,412	5,690	25,523	.1805	1,933	4,738	9,881	444	2,025	487	.3036	94
Total Above Cities	329.5	2.0270	94.9	...	440,266	2.2149	1,336	4,639	41,811	2.9565		75,445	116,882	17,489	56,980	10,133	2.3999	118
Province Total	857.6	5.2757	237.3	8.5	966,707	4.8332	1,127	4,074	732,638	4.9711	2,961	130,885	173,164	21,257	103,949	16,530	4.9781	94
Per Capita Sales	.....	.....	.....	.....	.....	.....	.....	.....	819	.....	.....	153	202	25	121	19	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	.....	.....	.....	2,961	.....	.....	552	730	90	438	70	.....	.....

SASKATCHEWAN

City and Population (in thousands)		County	City and Population (in thousands)		County	City and Population (in thousands)		County
Moose Jaw	29.9	Division 7	Regina	90.0	Division 6	Swift Current	10.8	Division 8
North Battleford	9.0	Division 16	Saskatoon	73.0	Division 11	Weyburn	7.7	Division 2
Prince Albert	20.5	Division 15				Yorkton	8.3	Division 9

Division 1	37.1	.2283	9.8	8.1	40,873	.2056	1,102	4,171	29,736	.2104	3,034	5,294	4,417	218	6,012	695	.2116	93
Division 2	33.8	.2079	8.6	6.6	34,916	.1757	1,033	4,063	32,942	.2330	3,830	4,670	4,627	323	7,670	683	.1994	96
Weyburn	7.7	.0474	1.5	...	11,524	.0580	1,497	7,693	13,804	.0977		1,709	1,864	258	3,469	285	.0678	143

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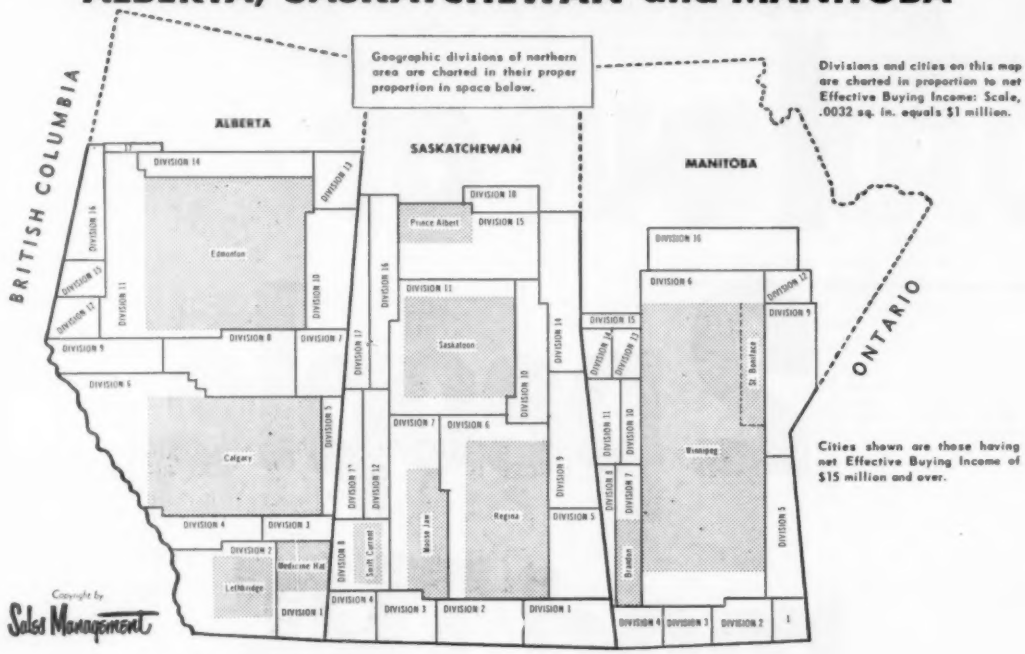
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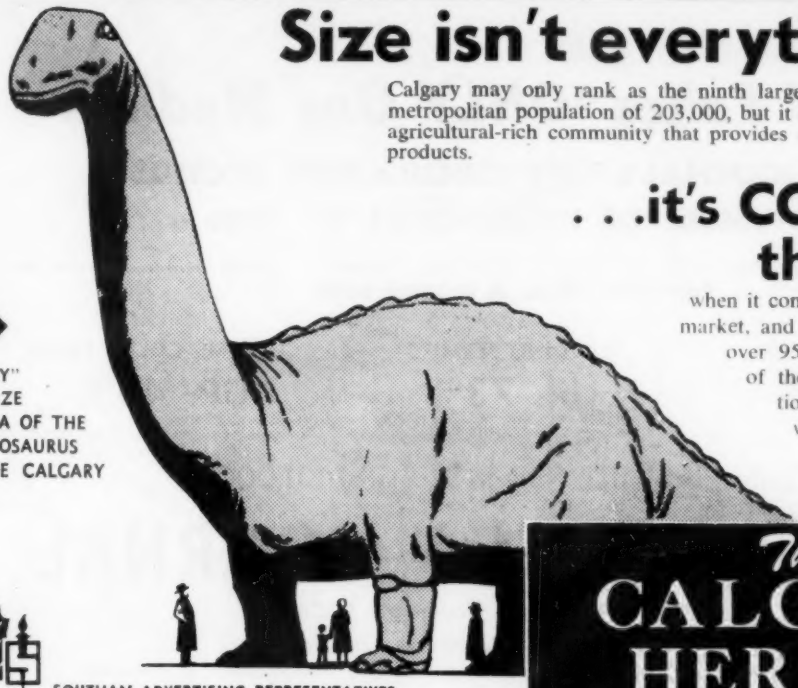
ALBERTA, SASKATCHEWAN and MANITOBA



SASKATCH'N COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Division 3	29.7	.1827	8.4	19.5	26,348	.1325	887	3,137	27,308	.1932	3,251	3,219	4,899	301	5,803	374	.1607	88
Division 4	17.5	.1076	5.3	9.4	23,938	.1205	1,368	4,517	13,390	.0948	2,526	2,124	1,380	111	3,762	268	.1102	102
Division 5	46.8	.2879	12.6	2.7	44,059	.2216	941	3,525	41,273	.2920	3,302	4,302	8,517	674	8,961	787	.2560	89
Division 6	134.7	.8287	36.8	4.2	198,694	.9998	1,475	5,399	170,604	1.2069	4,636	24,016	48,436	4,313	25,334	3,437	1.0276	124
Regina	90.0	.5537	24.6	...	149,885	.7540	1,665	6,093	132,992	.9409		18,979	43,687	4,200	19,330	2,950	.7700	139
Division 7	59.2	.3642	17.2	3.2	103,597	.5211	1,750	6,023	48,625	.3441	2,827	7,981	8,460	1,550	10,973	863	.4366	120
Moose Jaw	29.9	.1839	9.1	...	56,473	.2841	1,889	6,206	34,075	.2411		5,637	5,707	1,524	7,215	691	.2512	137
Division 8	40.1	.2467	11.7	2.1	43,376	.2182	1,082	3,707	39,145	.2769	3,346	4,475	4,914	1,167	10,433	848	.2415	98
Swift Current	10.8	.0664	3.4	...	16,597	.0835	1,537	4,881	15,920	.1126		1,797	1,786	822	4,849	451	.0888	134
Division 9	52.7	.3241	13.9	.7	53,008	.2667	1,006	3,814	44,516	.3149	3,203	6,238	7,301	1,336	9,947	852	.2927	90
Yorkton	8.3	.0511	2.1	...	13,337	.0671	1,607	6,351	16,947	.1199		2,478	2,032	...	4,779	441	.0797	156
Division 10	35.7	.2197	9.2	1.9	40,610	.2043	1,138	4,414	28,664	.2028	3,116	2,356	6,729	137	7,034	631	.2069	94
Division 11	104.6	.6434	29.4	3.4	178,694	.8989	1,708	6,078	101,947	.7213	3,468	17,896	16,201	4,293	19,783	3,542	.7945	123
Saskatoon	73.0	.4491	20.7	...	130,664	.6573	1,790	6,312	77,739	.5500		13,844	12,289	4,259	13,954	3,089	.5835	130
Division 12	28.5	.1754	7.7	6.1	28,463	.1432	999	3,696	24,227	.1714	3,146	3,734	3,845	77	5,701	669	.1581	90
Division 13	33.2	.2042	9.1	2.2	32,256	.1623	972	3,545	29,429	.2082	3,234	3,738	4,218	167	6,289	528	.1845	90
Division 14	54.3	.3340	14.5	7.3	49,336	.2482	909	3,402	50,985	.3607	3,516	6,576	10,175	645	11,262	1,203	.2991	90
Division 15	82.7	.5088	20.1	11.4	93,717	.4714	1,133	4,663	60,651	.4291	3,017	7,964	11,090	1,023	12,884	1,106	.4662	92
Prince Albert	20.5	.1261	5.2	...	29,536	.1486	1,441	5,680	24,868	.1759		3,986	3,818	867	4,928	506	.1523	121
Division 16	45.3	.2787	11.4	12.6	46,797	.2354	1,033	4,105	37,184	.2631	3,262	5,215	7,683	673	7,653	1,729	.2523	91
North Battleford	9.0	.0554	2.2	...	10,830	.0545	1,203	4,923	16,821	.1190		2,684	1,291	658	4,370	351	.0740	134
Division 17	29.0	.1784	7.8	13.3	28,548	.1436	984	3,660	26,254	.1857	3,368	2,686	6,906	383	5,016	635	.1632	91
Division 18	20.4	.1255	4.4	9.2	21,103	.1062	1,034	4,796	4,592	.0325	1,044	937	1,871	...	773	...	.0680	07
Total Above Cities	249.2	1.5331	68.8	...	418,846	2.1071	1,681	6,088	333,166	2.3571		51,113	72,476	12,588	62,894	8,767	2.0673	135
Province Total	885.3	5.4462	237.8	6.2	1,068,333	5.4750	1,229	4,577	811,472	5.7410	3,412	113,421	161,469	17,391	165,270	18,837	5.5491	102
Per Capita Sales									916			128	182	20	187	21		
Per Family Sales									3,412			477	679	73	695	79		

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Before using these figures read foreword, page 765



"DINNY" LIFE SIZE REPLICA OF THE BRONTOSAURUS AT THE CALGARY ZOO.

Size isn't everything . . .

Calgary may only rank as the ninth largest city in Canada, with a metropolitan population of 203,000, but it is the centre of an oil-rich, agricultural-rich community that provides a wealthy market for your products.

. . .it's COVERAGE that counts

when it comes to advertising in such a market, and the Calgary Herald covers over 95% of this prosperous city of the foothills, with a circulation of 64,272. (Daily average week of Feb. 11-16, 1957.)

The CALGARY HERALD

A Division of The Southam Co. Ltd.

Serving Southern Alberta Since 1883

One of the Eight Southam Newspapers in Canada

SOUTHAM ADVERTISING REPRESENTATIVES

THE SOUTHAM NEWSPAPERS
1070 Bleury St., Montreal, P.Q.
388 Yonge St., Toronto, Ont.

IN UNITED STATES
Cresmer & Woodward, Canadian Division
at New York, Chicago, Detroit,
Los Angeles, San Francisco, Atlanta.

LONDON, ENGLAND
F. A. SMYTH, 34 Ludgate Hill, EC. 4

ALBERTA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (in thousands)		County	City and Population (in thousands)		County	City and Population (in thousands)		County
Calgary	183.9	Division 6	Edmonton	229.9	Division 11	Red Deer	12.4	Division 8
Camrose	5.8	Division 8	Lethbridge	31.9	Division 2	Wetaskiwin	4.5	Division 8
			Medicine Hat	21.0	Division 1			

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Division 1	42.4	.2608	11.9	1.9	58,459	.2940	1,379	4,913	39,358	.2784	3,307	7,713	4,181	1,799	9,982	630	.2826	108
Medicine Hat	21.0	.1292	6.6	...	33,552	.1688	1,598	5,084	24,159	.1709		4,660	2,736	1,343	6,030	291	.1615	125
Division 2	83.0	.5106	22.5	2.8	108,408	.5454	1,306	4,818	90,758	.6421	4,034	15,840	10,488	3,470	20,153	2,073	.5675	111
Lethbridge	31.9	.1962	9.6	...	47,130	.2371	1,477	4,909	48,397	.3424		7,858	3,498	2,417	10,695	936	.2605	133
Division 3	19.0	.1169	5.4	2.9	20,558	.1034	1,082	3,806	14,857	.1051	2,751	1,914	2,344	196	3,713	288	.1086	91
Division 4	29.7	.1827	8.4	2.6	35,445	.1783	1,193	4,220	25,058	.1773	2,983	4,581	2,188	397	6,019	583	.1789	98
Division 5	16.8	.1033	5.2	3.1	20,285	.1021	1,207	3,901	12,377	.0875	2,380	2,015	1,670	166	3,039	254	.0979	95
Division 6	256.9	1.5804	74.5	3.3	386,751	1.8449	1,428	4,923	329,186	2.3290	4,419	50,835	66,792	16,727	60,673	7,017	1.9373	123
Calgary	183.9	1.1313	57.3	...	297,026	1.4942	1,615	5,184	234,130	1.6564		35,933	50,825	12,306	41,914	4,595	1.4703	130
Division 7	38.1	.2344	10.0	6.1	39,730	.1999	1,043	3,973	29,073	.2057	2,907	2,813	5,302	409	7,432	703	.2085	89
Division 8	85.6	.5266	22.6	2.8	91,211	.4589	1,066	4,036	95,920	.6786	4,244	10,707	9,371	2,570	28,824	2,298	.5384	102
Red Deer	12.4	.0763	3.5	...	13,616	.0685	1,098	3,890	21,177	.1498		2,096	2,479	2,301	6,091	236	.0945	124
Camrose	5.8	.0357	1.4	...	6,676	.0336	1,151	4,769	13,485	.0954		1,791	530	762	3,720	464	.0526	147
Wetaskiwin	4.5	.0277	1.3	...	5,175	.0260	1,150	3,981	14,496	.1026		822	1,176	189	6,094	239	.0493	178
Division 9	33.3	.2048	9.7	3.3	41,364	.2080	1,242	4,264	19,094	.1351	1,968	2,399	4,892	529	3,728	563	.1854	91
Division 10	52.9	.3255	14.5	2.1	63,933	.3217	1,209	4,409	37,536	.2655	2,589	3,909	6,092	1,018	9,573	599	.3056	94

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In Edmonton—

*It Still Takes *ONLY One Medium*

***THE JOURNAL'S CITY CIRCULATION EXCEEDS THE NUMBER OF HOUSEHOLDS BY 1.8%**

Edmonton, 1956, A RECORD YEAR!

January, 1957:

BANK CLEARINGS	BUILDING PERMITS	CUSTOMS COLLECTIONS
UP: 19%	UP: 73%	UP: 46%

Daily Circulation Now in Excess of 101,000

THE EDMONTON JOURNAL

One of the Eight Southam Newspapers in Canada

REPRESENTATIVES: **CRESMER & WOODWARD INC. (Can. Div.)**

New York • Detroit • Chicago • San Francisco • Los Angeles • Atlanta

TORONTO
The Southam Newspapers
388 Yonge St.

MONTREAL
The Southam Newspapers
1070 Bleury St.

GREAT BRITAIN
F. A. Smyth, 34-40 Ludgate Hill
London E.C.4, England

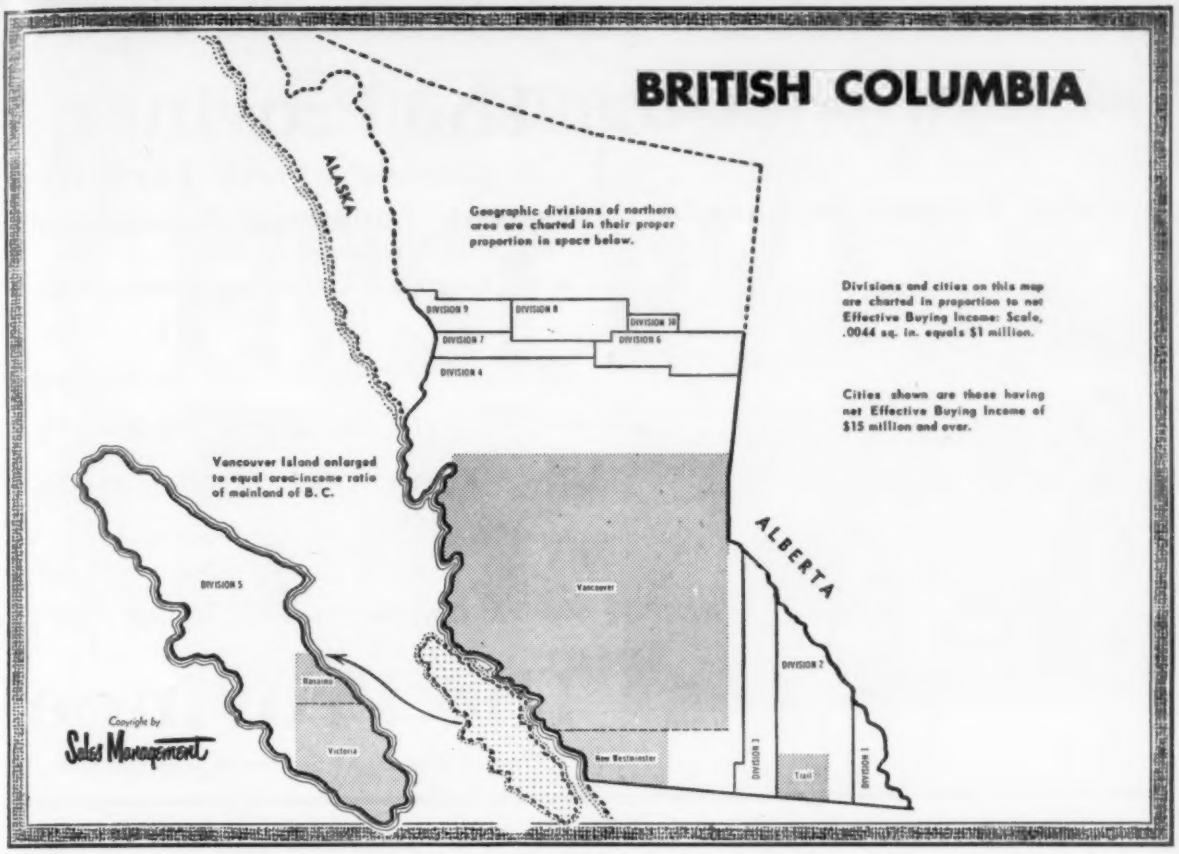
ALBERTA COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Division 11	311.0	1.9131	82.9	6.8	435,894	2.1928	1,402	5,258	346,520	2.4516	4,180	50,302	78,359	15,608	67,258	7,522	2.2145	116
Edmonton	229.9	1.4143	65.2	...	339,424	1.7075	1,476	5,206	271,072	1.9178		36,982	61,982	12,859	52,442	6,067	1.7120	121
Division 12	18.8	.1157	5.4	5.1	21,683	.1090	1,152	4,012	11,267	.0797	2,086	2,107	2,753	91	2,345	215	.1016	88
Division 13	32.1	.1975	7.8	24.9	29,609	.1489	922	3,796	16,820	.1190	2,156	1,395	4,810	193	3,950	282	.1496	76
Division 14	47.9	.2946	12.8	11.8	46,524	.2341	971	3,635	33,065	.2339	2,583	2,812	8,702	776	8,007	573	.2462	84
Division 15	23.3	.1434	5.9	30.8	17,831	.0897	765	3,022	16,633	.1177	2,819	2,157	3,893	339	4,241	246	.1088	76
Division 16	38.3	.2356	10.8	6.4	32,795	.1649	856	3,037	28,391	.2009	2,629	1,655	6,516	486	7,501	444	.1899	81
Division 17	12.4	.0763	2.7	10.2	5,363	.0270	433	1,986	2,892	.0198	1,038	92	1,667	66	161	55	.0347	45
Total Above Cities	489.4	3.0107	144.9	...	742,599	3.7357	1,517	5,125	626,916	4.4353		90,142	123,226	32,177	126,986	12,828	3.8007	126
Province Total	1141.5	7.0222	313.0	6.0	1,435,820	7.2230	1,258	4,587	1,148,713	8.1269	3,670	163,336	219,990	44,842	246,599	24,173	7.4540	106
Per Capita Sales									1,006			143	193	39	216	21		
Per Family Sales									3,670			522	703	143	788	77		

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BRITISH COLUMBIA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (*in thousands*)		County	City and Population (*in thousands*)		County	City and Population (*in thousands*)		County
Chilliwack	7.3	Division 4	New Westminster	31.6	Division 4	Prince Rupert	10.6	Division 9
Kamloops	9.1	Division 6	Penticton	11.9	Division 3	Trail	11.3	Division 2
Kelowna	9.0	Division 3	Port Alberni	10.4	Division 5	Vancouver	363.8	Division 4
Nanaimo	13.1	Division 5	Prince George	10.6	Division 8	Vernon	9.0	Division 3
Nelson	7.2	Division 2				Victoria	57.1	Division 5

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Division 1	30.9	.1901	8.8	4.9	52,398	.2638	1,696	5,954	31,731	.2245	3,606	6,622	5,402	626	7,512	472	.2371	125
Division 2	66.1	.4066	19.1	3.5	111,332	.5601	1,684	5,829	63,705	.4507	3,335	13,073	11,474	2,969	13,984	1,147	.4966	122
Nelson	7.2	.0443	2.3	...	11,078	.0557	1,539	4,817	17,259	.1221		2,769	1,664	916	6,051	238	.0733	165
Trail	11.3	.0695	3.3	...	19,952	.1004	1,766	6,046	20,115	.1423		3,820	2,914	1,350	4,733	318	.1068	154

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"BEST BUY" *in Non-Metropolitan British Columbia*

"Daily Circulation" greater than any other Private Radio Station in B. C. outside Greater Vancouver and Victoria, certified by Elliott-Haynes Circulation Report.

CHWK

"Voice of the Fraser Valley" in Chilliwack, British Columbia

Reps. All-Canada Radio Facilities, Ltd.—Weed & Co.

THE VANCOUVER MARKET
is
Third Largest in Canada



The Province
is Canada's Sixth Largest English Language Newspaper

British Columbia is a lively, fast growing market:

	1955	1956	Up
Capital Investment	$ 572,635,000	839,544,000	46%
Manufacturing	731,480,000	790,000,000	8%
Total Personal Income	1,956,500,000	2,250,000,000	15%

Vancouver Province National Advertising:

1955	1956	Up
4,563,616 lines	5,281,520 lines	15.5%

The Province
One of the Eight Southam Newspapers

BRITISH COLUMBIA COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/57				NET EFFECTIVE BUYING INCOME SM ESTIMATES—1956				RETAIL SALES—1956 SM ESTIMATES								SALES, ADV. CONTROLS	
	Total (thousands)	% of Canada	Families (thousands)	% French Speaking	Dollars (000)	% of Canada	Per Capita	Per Family	Net Dollars (000)	% of Canada	Per Family	Food ($000)	General Mdse. ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Drug ($000)	Buying Power Index	Quality Index
Division 3	**85.5**	**.5260**	**24.5**	**3.2**	**75,704**	**.3808**	**885**	**3,090**	**91,923**	**.6503**	**3,752**	**19,662**	**9,363**	**2,053**	**23,606**	**1,901**	**.4907**	**93**
Kelowna	9.0	.0554	2.5	...	8,934	.0449	993	3,574	18,527	.1311		3,294	1,471	833	3,872	274	.0729	132
Penticton	11.9	.0732	3.2	...	12,172	.0612	1,023	3,804	18,397	.1302		3,733	1,448	451	5,340	404	.0843	115
Vernon	9.0	.0554	3.4	...	8,109	.0408	901	2,385	18,672	.1321		2,612	1,620	476	5,935	492	.0711	128
Division 4	**779.7**	**4.7965**	**232.9**	**3.5**	**1,201,176**	**6.0427**	**1,541**	**5,157**	**949,616**	**6.7184**	**4,077**	**153,309**	**176,634**	**36,717**	**209,410**	**23,589**	**5.9962**	**125**
Vancouver	363.8	2.2380	112.9	...	687,013	3.4561	1,888	6,085	680,460	4.8141		89,258	143,729	28,034	155,775	16,356	3.6199	162
New Westminster	31.6	.1944	9.4	...	49,899	.2510	1,579	5,308	68,533	.4849		11,260	9,462	3,116	15,887	1,213	.3099	159
Chilliwack	7.3	.0449	2.1	...	9,201	.0463	1,260	4,381	22,688	.1605		2,657	2,185	1,225	5,783	548	.0803	179
Division 5	**260.4**	**1.6019**	**78.5**	**2.9**	**395,473**	**1.9895**	**1,519**	**5,038**	**257,510**	**1.8218**	**3,280**	**46,374**	**51,844**	**9,622**	**52,506**	**5,077**	**1.8616**	**116**
Nanaimo	13.1	.0806	4.3	...	22,420	.1128	1,711	5,214	26,091	.1846		2,426	4,265	611	8,586	404	.1279	159
Victoria	57.1	.3513	18.6	...	86,774	.4365	1,520	4,665	125,458	.8876		17,000	27,320	7,093	25,587	2,095	.5548	158
Port Alberni	10.4	.0640	3.1	...	14,820	.0746	1,425	4,781	14,590	.1032		1,420	3,570	529	3,175	305	.0811	127
Division 6	**55.5**	**.3414**	**18.3**	**4.4**	**66,425**	**.3341**	**1,197**	**4,075**	**48,962**	**.3464**	**3,004**	**13,497**	**11,097**	**728**	**8,800**	**658**	**.3393**	**99**
Kamloops	9.1	.0560	2.8	...	15,461	.0778	1,699	5,522	20,338	.1439		4,189	2,139	530	4,125	387	.0933	167
Division 7	**21.3**	**.1310**	**5.8**	**4.2**	**35,033**	**.1763**	**1,645**	**6,040**	**17,271**	**.1222**	**2,978**	**2,340**	**8,689**	**367**	**1,482**	**159**	**.1510**	**115**
Division 8	**62.0**	**.3814**	**17.1**	**6.0**	**62,516**	**.3145**	**1,008**	**3,656**	**59,497**	**.4210**	**3,479**	**11,635**	**9,886**	**1,737**	**15,448**	**1,026**	**.3598**	**94**
Prince George	10.6	.0652	2.8	...	13,006	.0654	1,227	4,645	20,013	.1416		3,591	1,714	1,521	5,518	375	.0882	135
Division 9	**38.8**	**.2387**	**9.7**	**3.9**	**54,640**	**.2748**	**1,408**	**5,633**	**23,472**	**.1660**	**2,420**	**5,350**	**4,119**	**953**	**3,373**	**450**	**.2350**	**98**
Prince Rupert	10.6	.0652	3.1	...	17,334	.0872	1,635	5,592	16,624	.1176		3,837	1,415	833	2,343	389	.0919	141
Division 10	**21.1**	**.1298**	**6.2**	**7.2**	**10,021**	**.0504**	**475**	**1,616**	**20,234**	**.1432**	**3,294**	**1,979**	**4,371**	**94**	**7,182**	**315**	**.0941**	**72**
Total Above Cities	562.0	3.4574	173.8	...	976,173	4.9107	1,737	5,617	1,087,765	7.6958		151,866	204,919	47,528	282,690	23,778	5.4557	158
Province Total	**1421.3**	**8.7434**	**418.9**	**3.6**	**2,064,718**	**10.3868**	**1,453**	**4,929**	**1,563,921**	**11.0648**	**3,733**	**273,931**	**292,281**	**55,866**	**343,283**	**34,794**	**10.2614**	**117**
Per Capita Sales									**1,100**			**193**	**206**	**39**	**241**	**24**		
Per Family Sales									**3,733**			**654**	**698**	**133**	**819**	**83**		

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The Vancouver Sun

TAtlow 7141 VANCOUVER, BRITISH COLUMBIA, THURSDAY, SEPT. 1, 1955 PRICE 7 CENTS

FIRST BY FAR



—FIRST IN CIRCULATION!

The Vancouver Sun's circulation of almost 200,000 is over 70,000 greater than that of the second Vancouver paper.

FIRST IN ADVERTISING LINEAGE

Last year, the Sun carried over 7,500,000 more lines of advertising than the second Vancouver paper.

FIRST IN COVERAGE Vancouver reaches for **THE VANCOUVER SUN**

Represented by RUSSELL C. BOYD, The Vancouver Sun, 80 King St. West, Toronto 1, Ont. • MILTON BENISON, The Vancouver Sun, 625 Shell Tower Bldg., Montreal, P. Q. • HENRY DE CLERQUE INC.: New York, Chicago, Los Angeles, San Francisco, Seattle • D. A. GOODALL LTD., 11-A Curzon St., Park Lane, London, W. 1, England.

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